

40 AN ANALYSIS OF 12 MILLION INQUIRIES..... DR. DANIEL STARCH

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SOLOMON DUTKA and LESTER R. FRANKEL

Media scope

March 1959, 50 Cents

serving the media buying function / published by Standard Rate & Data Service, Inc.



ROGER M. GREENE

*"Question of Relative Efficiency
of Media is vexed one."*

ADVICE



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Every hour . . . every day . . . every week . . . your best customers and prospects are being personally interviewed to verify the circulation of MACHINE DESIGN. Interviewers of the Harvey Research Organization visit annually all establishments within the Original Equipment Market receiving four or more copies. Depth interviews are being held at all the larger and more important companies, accounting for about 60 per cent of total circulation.* A glance at some of the questions will tell you why no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage . . . why no other magazine can so quickly respond to new personnel, new departments, new industries!

Personally Verified Circulation assures rapid reader response

Rapid Reader Response! It is bound to be greater whenever a magazine is directed to the right people . . . at the right place . . . at the right time. For all reader response—readership, inquiries, product preference, company recognition, etc.—stems from the perfect match between editorial concept and circulation. That's why, when you advertise in MACHINE DESIGN, you can be sure design engineers will read every word that talks their language. That's why the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE!

Some typical questions—How many engineers at this address doing design work? How many draftsmen, technicians, design detailers, etc., at this address working with engineers?

We want to be sure that one copy of MACHINE DESIGN is being delivered to this address for at least every four engineers. If more copies are needed, would you give me the names and titles of the individuals to whom they should be addressed?

What is located at this address: Manufacturing Plant? General Offices? Government Establishment? Educational Institution? Exclusively a research laboratory? Exclusively a consulting engineering firm? Some other kind of establishment?

What one principal product is designed or manufactured at this address? What other products?

Any new engineering groups or departments added in past year . . . that is, anywhere throughout the country? If so, what is the mailing address and name of person in charge?

"We are reading and using MACHINE DESIGN, and would like to have you continue sending it."
(Signature)

MACHINE DESIGN

a Penton  publication

Penton Building, Cleveland 13, Ohio


BPA




*Balance of circulation verified annually by mail or Western Union

Interview: *Al Petcavage*


Assistant Vice President and Media Group Supervisor of Ted Bates & Company, Inc.,
tells why he selects WLW Radio and TV Stations.



"We select the WLW TV Stations and WLW Radio because of the complete cooperation which the Crosley Stations give advertisers."



"The Crosley Group are famous for this all-around service to advertisers, no matter how large or how small."



"From programs to promotions, on-the-air to point-of-sale, advertising to merchandising . . . you just can't beat the WLW TV-Radio Stations for ringing up sales."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T
Television
Cincinnati

WLW-C
Television
Columbus

WLW-D
Television
Dayton

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Network Affiliations: NBC, ABC, MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales—Detroit, Los Angeles; Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

Mediascope

published by Standard Rate & Data Service

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**In Chicago, it takes 2 —
you can't get by with less**

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to even half of your city and suburban prospects.

two daily newspapers to reach a majority of the MOST net unduplicated coverage, one of your two Chicago SUN-TIMES!

MEMO
This ad originally appeared in May 1952 and —
 in 1959 as in 1952 it still takes 2 in Chicago and one must be the **SUN-TIMES**

**CHICAGO
SUN-TIMES**

MEDIA/SCOPE

Serving the media-buying function

Published monthly by
Standard Rate & Data Service, Inc.

PUBLISHER

Walter E. Botthof

EDITOR

Roger Barton

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PUBLISHING & EXECUTIVE OFFICE

1740 Ridge Avenue
Evanston, Illinois
Hollycourt 5-2400

MAIN EDITORIAL & SALES OFFICE

420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620

SOUTHWESTERN OFFICE

James H. Cash Co.
618 Exchange Bank Bldg.
Dallas 35, Texas
Fleetwood 1-4523

PACIFIC COAST OFFICE

Don Harway & Co.
1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the publisher's notebook



How Business Publications Are Classified

Not long ago, I heard a speech in which business publications were classified as either *vertical* or *horizontal*. Now, there is nothing terribly wrong about such a classification; in fact, there is something to be said for it. A horizontal publication's editorial appeal cuts across a relatively broad area, sometimes covering many industries. *Plant Engineering* is a good example. It treats the subject of plant engineering regardless of industry.

A vertical publication confines itself to a more restricted part of a specific industry.

But business publications are getting so specialized and so numerous that this type of classification no longer serves. For example, take *Space Aeronautics*, which, like *American Aviation*, served an entire industry "vertically." It recently spun off one of its former general interests into *Business/Commercial Aviation*. Something similar happened to *American Aviation*, which spun off the new magazine, *Missiles and Rockets*.

It's plain that a buyer of media, in order to keep all these threads firmly in hand, must classify business publications by labels more specific than vertical and horizontal. Very broadly, business publications classify themselves editorially into a number of specialized categories: technical, industrial, professional, business news, institutional, merchandising. Many publications exhibit characteristics of two or more classifications.

Technical or industrial publications are edited for persons in business, industry, the sciences, and the professions. *Mill & Factory*, for example, is considered a technical-industrial publication; *Maintenance*, on the other hand, is strictly an industrial publication.

Professional publications are edited for physicians, lawyers, architects, scientists, sales and advertising people, and others. *Modern Medicine* is an example of a professional business paper.

Institutional papers are edited for persons employed in hotels, hospitals, schools, colleges, clubs, restaurants, and prisons. *Institutions Magazine* is primarily an institutional paper, though it also embraces the professional, business news, and merchandising categories.

Business news publications are edited to give news and its interpretation to administrative and managerial executives. *Business Week* is a perfect example, though it is also considered a management magazine.

Merchandising publications (the so-called trade papers), are edited for dealers, jobbers, wholesalers, and their supervisory staffs. *Chain Store Age* and *Furniture Retailer* are merchandising publications.

Walter E. Botthof

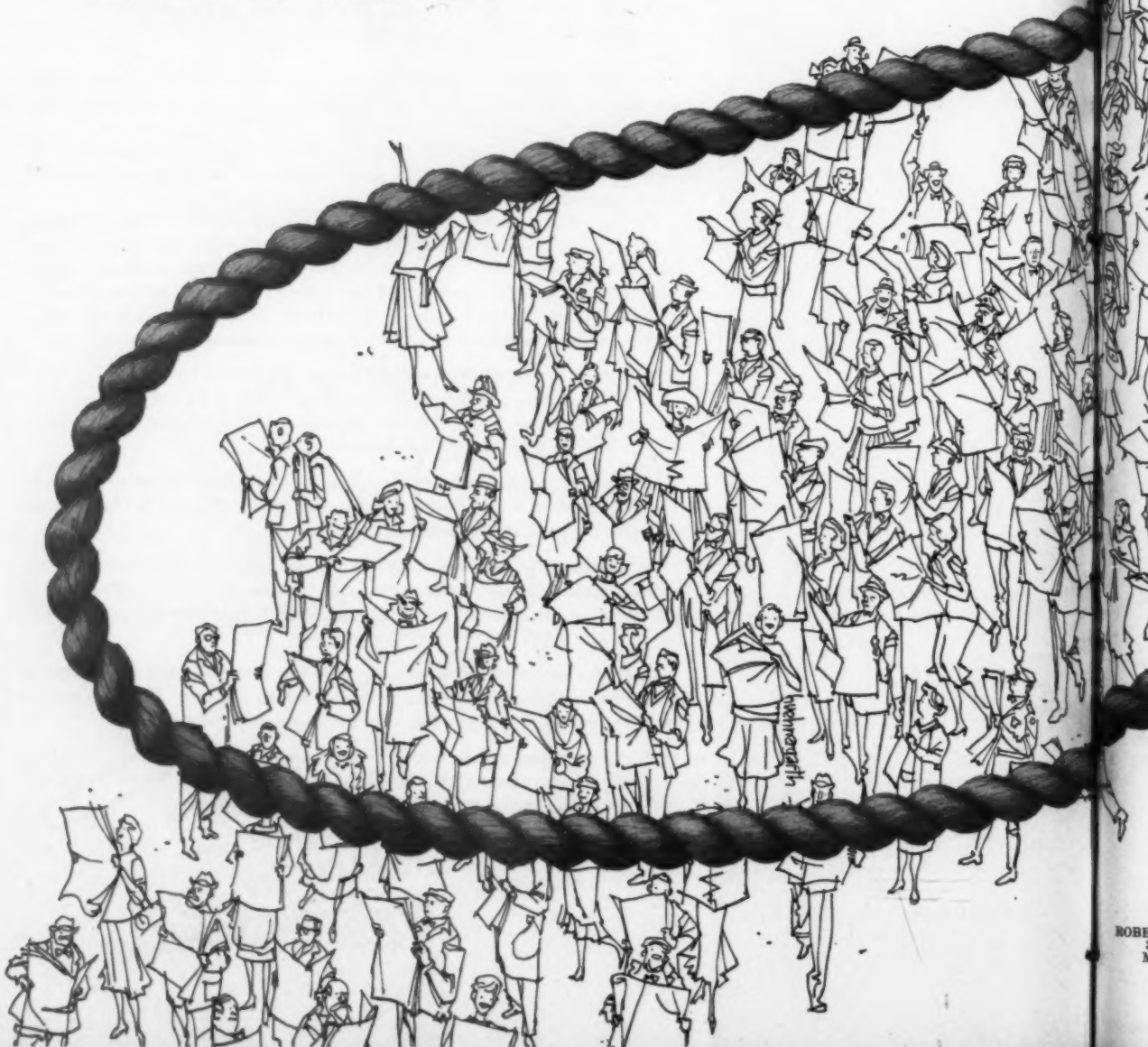
How to round up...and imprint your brand ... on 893,000 exclusive customers !

The Inquirer is the only place to catch these 893,000 potential buyers of your product in Delaware Valley. They just don't read Philadelphia's other major daily. They're Daily Inquirer *exclusives*. Miss them and it's like passing up every man, woman and child in corporate San Francisco.

The grass is even greener in Delaware Valley suburbs because it reflects the extra dollars of the Valley's bigger earners and spenders. Viz: suburban Delaware Valley buys 64% of the automobiles and 55% of the furniture and appliances sold in this area. Away from the city's roar and bustle, the Daily Inquirer has 578,000 *exclusive* readers—a tidy packet of prospects you can't corral in the other major daily.

When you're heading for the *next* roundup, be sure you talk to the Daily Inquirer's 893,000 *exclusive* prospects . . . its 1,352,000 total adult readers.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

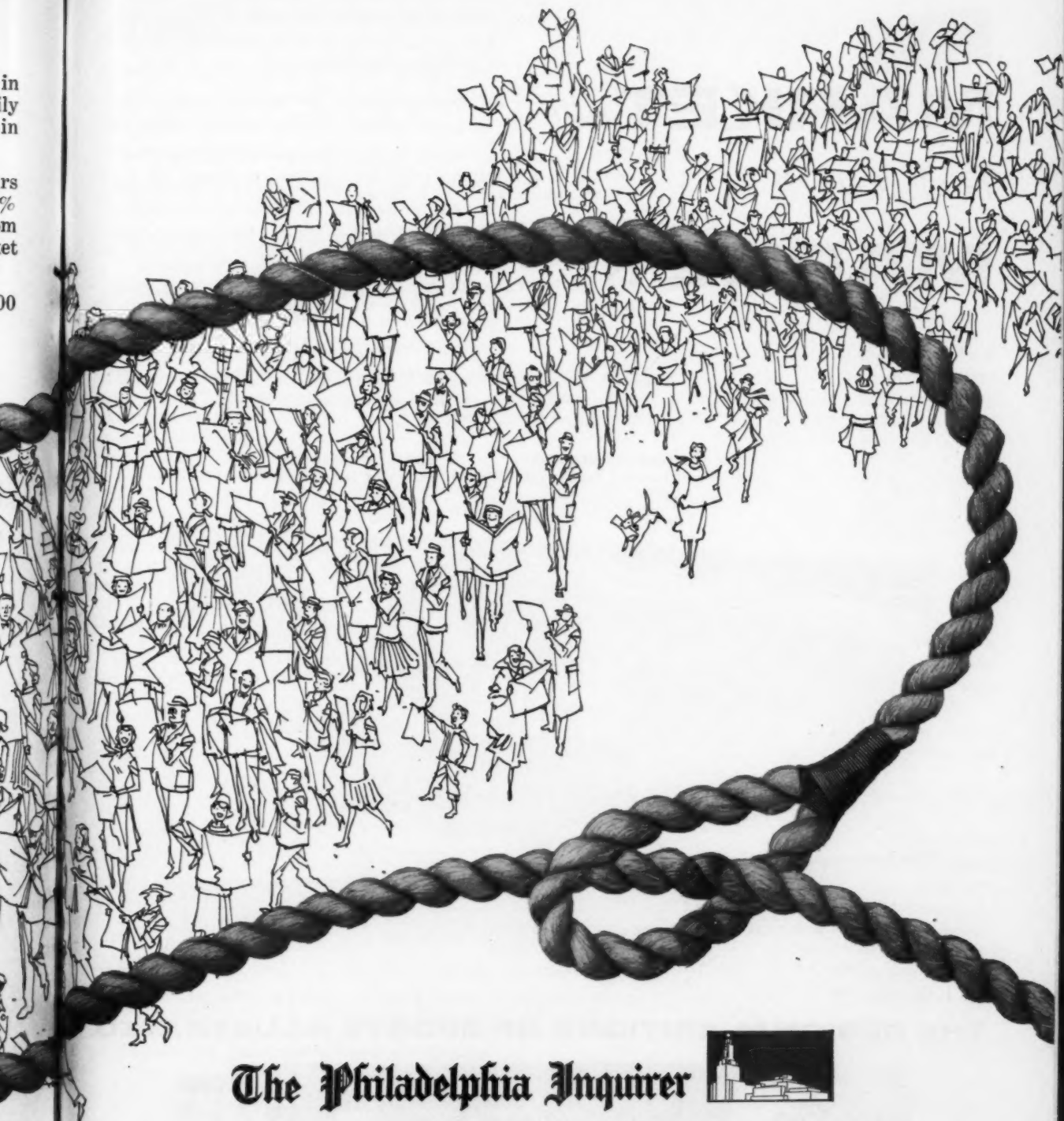


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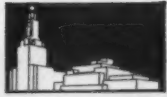
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The Philadelphia Inquirer



Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5898

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

MARKET^{ing} begins with MARKETS...

Of the 100 most important market areas in the U.S., 96 are included in the four regional editions of SPORTS ILLUSTRATED. If your market lies in one or more of these regions, you will find in these divisions of SI's national market a way to harness the power of a national medium to your specific objective.

And even if your market begins with the entire U.S., you can also use these editions for dealer listings, for seasonal promotions, for testing new products, for selling a particular line which has regional appeal.

Your SPORTS ILLUSTRATED representative can provide you with full information on market coverage and rates of these editions. Or call Red Dougherty, Regional Advertising Manager, JUDSON 6-1212 (in New York).

MIDWEST REGIONAL

Circulation Base 200,000

Full Page Black & White \$1,550

Full Page Four Color \$2,580 ▼

EASTERN REGIONAL

Circulation Base 240,000

Full Page Black & White \$1,860

Full Page Four Color \$3,100 ▼



WEST COAST REGIONAL ▲

Circulation Base 150,000

Full Page Black & White \$1,395

Full Page Four Color \$2,325

SOUTHERN REGIONAL ▲

Circulation Base 110,000

Full Page Black & White \$1,025

THE REGIONAL EDITIONS OF SPORTS ILLUSTRATED



MEMO TO MEDIA:

CAUSE AND EFFECT

Does location of an advertisement on a right or left hand page make a difference?

Does position affect inquiries? Is there a difference in inquiry production when comparing a thick issue with a thinner issue of the same magazine?

How does size of an advertisement influence returns? Do inquiries vary by seasons?

How many more inquiries can an advertiser expect from a four-color page, in comparison with a black-and-white page?

* * *

A series of articles by Dr. Daniel Starch is running exclusively in Media/scope (January, February, and March issues) which will help answer these--and many more--questions.

Titled "An Analysis of 12 Million Inquiries," the series has been described by our editor, Roger Barton, as "one of the most important we will ever publish."

Based upon 8,200 advertisements which cost upwards of \$100 million, the series presents the results of three years' research by Dr. Starch and staff. The last significant research in these areas was done in 1930.

You'll be able to use these new data. They're authoritative--and unequivocal.

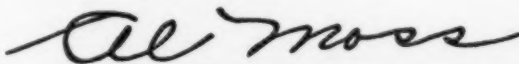
They're typical of Media/scope's editorial vitality. Edited exclusively for buyers of all media, Media/scope presents in a single package every month the latest information about media strategy, techniques and planning. The Starch series is a splendid example.

Also noteworthy is the series of check lists for buying time or space--a separate list for each medium. A total of 44,950 check lists have been purchased by advertisers and individuals, for their own promotional or informational use.

What's the effect of all this editorial excellence?
Readership.

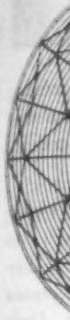
And media advertising, like all good promotion, seeks readership as a vehicle for effectiveness. In Media/scope you get an editorial framework compatible with your advertising message.

Sincerely,



Albert W. Moss
Advertising Director

(This insert appears only in those copies going to our complimentary list)



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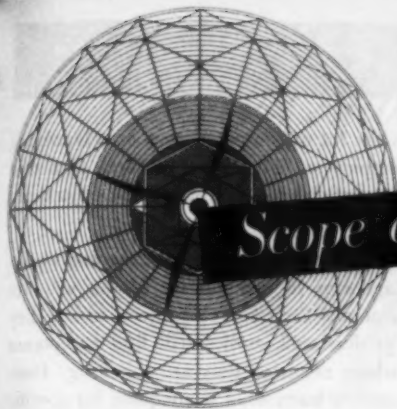
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Scope on Media

A LOOK AROUND AND A LOOK AHEAD

SELLING THE FIELD

Buyers of media will await with keen interest the developing campaigns on the part of major media to sell their entire fields against one another. The Newspaper Advertising Executives Association at its recent annual meeting adopted a dramatic and workmanlike "total selling" program. The newspapers' Bureau of Advertising has for some weeks been organizing, directing, and promoting the same conception. It appears that for the first time the newspapers now have a unified promotional campaign of considerable substance. The consumer magazines are also organizing themselves for a greater effort. They have revised their association structure and engaged in some introspection. The latter has consisted of a survey to determine how people look at magazines in comparison with television. Although the proposed study of 30 or so magazines to be conducted under the direction of the Advertising Research Foundation did not materialize, efforts are being made by commercial research organizations to coordinate smaller numbers.

The latest move in this direction is that *Saturday Evening Post* and *Reader's Digest* have employed Alfred Politz Media Studies to measure the advertising exposure and traditional audience of those two magazines as well as *Life* and *Look*. The two sponsors, one a weekly and the other a monthly, hope that other magazines will join in later continuation of the program as a cooperative industry-wide enterprise. The present study will show exposure given to an advertiser's page and will also provide regular audience data for each magazine and combination of magazines.

As to broadcast, the Television Bureau of Advertising and the Radio Advertising Bureau have been lusty promoters right along. They can be counted upon to react vigorously to competitive efforts by the printed media.

The significance of all this activity is that it is largely the promotion of one major field against another, rather than the promotion of individual mediums.

SINGLE RATE?

While a few radio stations with good sales records for national accounts, or at least a predominance of national business, can afford to bring local rates up to their national level, thus establishing a single rate, this can obvi-

ously not be the answer for every station. This fact is underlined by the few smaller stations bringing their national rate down to their local level, but, at the same time, dropping the agency discount.

Indeed, as George Armstrong, executive vice-president of the Storz group and general manager of WHB, Kansas City, told the RTES, the problem is not necessarily going to be solved by establishing a single rate. Mr. Armstrong points out, "It's just as easy to chisel from one card as from two."

The solution to back-door dealing, and discrimination in rates paid by two competing products sitting beside each other on the same retail shelf, he says, is rate integrity.

Since the average station today has a large volume of both national and local business, cutting the national rate would be economic suicide, and raising the local up to national level would cause distress among the home town retailers. Mr. Armstrong insists that the ideal solution, the single rate, can only come through a long-term process of gradual rate change.

To provide an answer for today, he suggests:

1. Set up a policy defining exactly who and what kind of copy qualifies for the local rate.

2. Publish that policy. Make sure "even the station across the street knows what that policy is."

3. Most important, stick to that policy, no matter what.

Media buyers can help the stations do this, and eventually eliminate the possibility of their clients going over their heads for a "better deal," says Mr. Armstrong, by refusing to approach each station "as a discount house."

But, as Lee Rich, Benton & Bowles' media director, said at the same session, the media buyer is obligated to get the best possible buy for his client, especially when competing products are getting the lower rate.

The answer is integrity by both sides, buyer and seller.

OTHER RATE MATTERS

Advertisers are giving closer attention to market-by-market media buying than they did a dozen years ago. Result is that the differentials between local and national rates are receiving more attention.

The February meeting of the Chicago Agency Media Group offered new evidence of interest in the subject on

the part of buyers. A six-man panel answered questions put by two leading media directors, then fielded questions from the floor. More than 50 buyers of time and space listened.

The media themselves contended that differences in rates are differences in costs and problems of servicing advertising agencies. They say, too, that retail and local advertisers can use only a portion of the circulation and that retail advertisers are more consistent advertisers, hence entitled to a lower rate. National advertisers demand more research, readership reports, brand position studies, audience data, and market studies, for which media must pay.

Media buyers at the Chicago meeting contended that physical production costs are the same for all advertisers. They feel that big retailers draw business from the medium's whole coverage area, and that in many cases the national advertiser uses little more of a medium's audience than does a local advertiser.

The Chicago debate produced little agreement except on these two points:

- All would benefit from a set policy for each medium that designated who qualifies for each rate.
- Media should foster a clear understanding of the basis on which differentials between national and local rates are established.

BUSINESS PUBLICATION RESEARCH

"Completely lacking in objectivity" and "cheap" are the criticisms hurled by a Chicago agency research executive at media research done by business publications. The place was the t.f. Club of Chicago, and the speaker was J. Wesley Rosberg, research vice president of the Buchen Company. Declared Mr. Rosberg: "It is cheap, in the sense that it serves as the base for vicious selling practices; cheap in the sense that it is poorly and inexpensively done, without taking advantage of the forward strides made in good research practice these past years."

Media research by business publications has been criticized in the past, so there is nothing either new or startling about Mr. Rosberg's contention. Criticism has generally recognized that the basic trouble with such research, however, is *budget*.

Business publications as a whole simply do not have the income that is necessary to: 1) employ a research director who is competent to originate and conduct media research at a high level; 2) employ a marketing research firm to conduct a survey or study that is based upon correct sampling and other sound techniques. Since most publications these days feel they have to produce research findings that delineate and emphasize their virtues in respect to audience, influence, and market, they generally are likely to try to do the research themselves (in which case the

work may fall to the lot of the promotion or advertising director), or to employ an inexpensive research firm that will do a quick, superficial job that may lend objectivity to the study, but little else.

The best way to get good research from business publications is for agencies to demand it. Media will not spend adequate amounts for research projects unless they know that only professional studies will find acceptance by the agencies whose attention they are soliciting. Once the agencies themselves learn what is adequate for specific research tasks, they should hold up to the publications the standards that they feel are acceptable.

AGENCY CREDIT SERVICES

Associated Business Publications is setting itself up as a source of credit information on advertising agencies, and is giving certificates to agencies that supply such information. The agencies are urged to file "complete up-to-date financial, ownership, and background information."

Explains William K. Beard, ABP president: "Main advantage to the agency in filing is that it alleviates the necessity of sending financial reports to each new business paper in which space is placed. Agencies on file with ABP need merely refer the publication to the Association for information. The individual publisher then makes his independent decision as to whether or not he should grant the agency credit and commission."

This action is quite proper within the terms of the consent decree entered into by the ABP and the Federal Government in 1956 as the result of the antitrust action instituted the year before. Previously the ABP had recommended agency recognition by publishers, leaving the latter to take whatever action they desired. The *recommendation* procedure has, since 1956, been superseded by the *agency credit information service*. The only new feature is the certificate, awarded to cooperating agencies.

A different system is in effect with the National Business Publications. The NBP has among its membership so-called "agency members." The latter have no vote and pay no dues, but get all the NBP services. An advertising agency can become this kind of limited member if it can indicate that it is properly and genuinely established in business, has the credit capacity to meet obligations it incurs to media, has the personnel and facilities for professional service, and is handling representative accounts. Agencies do not supply financial statements, so the credit information on hand with the NBP is not very extensive. However, the NBP will send a bulletin to its members about cases where agency credit has been a serious problem to a member. The NBP has never recommended recognition of agencies, hence was not a party to the antitrust suit. Agency members of the NBP get certificates.

McCall's Advertising Revenue and Linage

up in January
up in February
up in March!

Advertising... McCall's is the only major women's magazine to show gains over 1958 in both advertising revenue and linage in each of the first three months of 1959.

Circulation... On top of a record-breaking December issue, January McCall's has beaten the same issue for 1958.

Editorial... For 1959, McCall's editors already have made the largest money commitments for editorial material in the history of women's magazines. This editorial program calls for an increased number of pages — and the greatest number of editorial pages with four-color printing of any magazine in the world.

Use-Tested Program... Expansion of McCall's unique Use-Tested Program now gives advertisers of practically all products sold in supermarkets, drug stores and department stores the powerful point-of-purchase selling help of McCall's Use-Tested endorsement.

Today, and throughout 1959, McCall's offers advertisers more than ever before—in quality, in quantity, and in influence with millions of women and their families.

THE MAGAZINE OF TOGETHERNESS
...CIRCULATION NOW MORE THAN 5,300,000

McCall's

Rita Venn Knows

She's Seen the Long Beach Market



Senior Space Buyer,
Doherty, Clifford, Stears & Shenfield, Inc.,
New York

After visiting the Long Beach market, Rita Venn says: "I was flabbergasted at the changes and growth which had taken place in a short two years between my first and second visits to Long Beach. I was more convinced than ever after our visit that unless the Long Beach Independent Press-Telegram is included on a schedule, you just don't cover this very important market. As far as I am concerned, any schedules for Southern California should include Long Beach."

The Independent, Press-Telegram reaches more than 7 out of 10 homes in the Long Beach city zone. No other daily newspaper reaches even 1 out of 10.

Independent
Press-Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally by
RIDDER-JOHNS, INC.

Member Metro Comics Group

Trade Talk

Dave Wasko



Fight for Life? . . . Dr. Sidney Roslow, president of Pulse, Inc., cast a cloud over possible future single broadcast rating formula when he recently stated that "The surest way for broadcasting to commit suicide would be for it to select one form of research and discard all others." He then proceeded to outline how, by using one of the existing broadcast measurement services, even the last station in a market comes up with an audience that shows how it does a job for its advertisers. He contrasted the use of broadcast audience research with the print buyer's reliance on "only circulation" figures in making up a list. It seems apparent that Dr. Roslow has been too busy pulsing broadcasts to learn how space is actually bought. And, as the head of a rating service in the broadcast field, would he not be naturally averse to the elimination of all such services save one?

Cool Confidence . . . This Week Magazine, which no one denies is a big and influential advertising medium, really has faith in its distributing newspapers. In its bid for a greater lineage record this year than last, its promotion reads "12,873,378 families every week." While the circulation figure is certainly music to an advertiser's ears, some may believe that the statement (purely on a technicality, of course) is stretching the use of an ABC average too far when it is used on an "every week" basis.

Food for Thought . . . George G. Huntington, assistant to the president of the Television Bureau of Advertising, may have helped make future media research a better selling tool if his audience, at a recent American Marketing Association meeting, heeds his words. He told a media and research discussion group, "I believe

your advertising risk is in direct proportion to how obsolete you are," in making his point that we shouldn't rely on outdated research techniques.

Sad Story . . . I. L. Eskanasy, vice president of the Adell Chemical Company, which makes and sells Lestoil, told a Radio and Television Executives Society audience that the use of television by Lestoil stemmed from the fact that the latter are "unable to get the saturation and coverage on sufficiently economical terms." Perhaps if newspapers offered sliding scale rates, the bulk of Lestoil's \$10 million budget might have gone to newspapers instead of spot television. What's more, as Lestoil's budget grows the cost differential between television and newspapers is likely to grow even greater.

Living with It . . . The advertising fraternity hears and accepts the fact that television billing still hasn't reached its peak. The last couple of years have seen increased competitive activity directed against television by all of the other media. In directing their aim at TV, some of the media have left out of their promotions certain of their own important attributes which other media do not have; the same old story of unselling the other media instead of selling their own. If the other media would accept the fact that TV is here to stay, that it's a great advertising medium, a strong competitor, and stick to the story of their better mousetrap, they'll probably reap better results. ■

MEXICAN EDITION

Life en Espanol will begin publishing a regional edition for the Republic of Mexico, effective with the issue of May 18. Initial circulation will exceed 100,000.

Media/quotes

BROADCAST AUDIT BUREAU?

The suggestion of an Audit Bureau of Television is a good one. I hope it develops. But doesn't the real solution lie in an Audit Bureau of Paid Circulation for Television and Radio just like the ABC of paid circulation for print?

Think what this would accomplish.

1. It would put on a comparable base, the reach, the cost-per-thousand, the guarantees of print and broadcast circulations.

2. It would cut through much of the confusion and uncertainty which now underlie media decisions.

3. It would remove from advertising's bill the present costs and risks of audience building which today the advertiser must bear completely. Now the consumer would pay for programming.

4. It would provide broadcast with a vast source of additional revenues which in turn would enable the full development of the media to their fullest potential of service to the nation.—VERNON C. MYERS, publisher, *Look*, before MPA, Chicago.

COSTS OF MARKETING

In spite of all the things that have been said about increasing marketing costs, the available evidence indicates that at least since 1900 or so, the proportion of the consumer's dollar being taken by marketing has, at most, held steady or may even have decreased a bit.

The number of man hours employed in distribution has gone up as the population has increased and the economy has grown, but it has risen more slowly than output of marketing. Thus, output per man hour apparently has increased somewhat, although perhaps a bit more slowly than in farming or possibly manufacturing. This means that in all probability the cost per unit of marketing work done has gone down.

In any event, it is important to remember that the cost which represents the expenditure by the consumer is also income to someone else. For this reason, it is entirely proper to speak of "value added" as distinct from "cost of marketing," and that

from this point of view even if costs were rising, it might be a good thing.—DR. REAVIS COX, professor of marketing, Wharton School, and president-elect, American Marketing Association, before Central Arizona Chapter, AMA, and Phoenix Sales Executives Club, Phoenix.

MEASURING ADVERTISING EFFECT

The measurement of the total effects of advertising is so complex and so difficult that we must be realistic and set out not to measure all adver-

tising effect but confine ourselves to what we believe are the more measurable effects of advertising. We measure factors like "Did they remember seeing the ad; were they aware of the ad; were they exposed to the advertisement?" Another class of measurements deals with attitudes that may have been created or changed as a result of seeing the advertisement. These measure only a portion of the total effect of the ad, but I guess it is better than none. What's more, we are not quite certain



The best "copy" for Tourist Court Journal is a copy of the magazine itself. Have you seen it lately? It's Great Reading for motor-court operators — and therefore Great Selling for every advertiser interested in this \$8-billion-plus market.

P. S. See our advertisement in Standard Rate & Data Service.

TOURIST COURT JOURNAL

Temple • Texas

Advertising Representatives

CHICAGO: Clarence Engdall, 612 No. Michigan Ave. • NEW YORK: A. S. McCluskey, 295 Madison Ave.

PHOENIX: J. W. Carrow, 1175 Woodbury Ed. • ATLANTA: Larry Weaver, 1447 Peachtree St. N.E.

Just as you get more in today's **MOTELS**



you get more of everything with

AMERICAN
MOTEL

Now . . . More of the Lodging Market. Motels outnumber hotels 2 to 1 and have overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units serve 1½ million guests every night and gross more than two billion dollars a year. The industry is growing at a rate of 2,000 new motels annually, including an ever-increasing percentage of large luxury establishments, downtown motels and national chains. The modern motel is rapidly replacing the old tourist court. Send for 1959 "Motel Market & Sales Analysis", "New Motel Planning & Purchasing Study" and "Distribution Study".

More Readers. ABC circulation is now 26,000 and growing faster than ever before. American Motel has the largest circulation and is the only ABC audited . . . or verified book in the field.

More Buying Power Per Reader. Thirty per cent of the nation's motels do 65% of the buying. A buying power audit documents American Motel's superior strength in this all-important segment of the market. Send for "Subscriber Buying Power Audit."

More Reader Interest. Year after year motel operators pay to renew their American Motel subscriptions because they find the many "how-to-do-it" features important in their work. Each issue is the result of a full year of planning and fieldwork with motel operators all over the country. Readex scores, some of the highest ever recorded, prove that American Motel's sound editorial planning pays off in record-breaking reader interest. American Motel is first in pages of advertising too, also Readexed. Send for 1959 "Editorial Forecast" and new "Readex Reports."

More Service. Including monthly building bulletins (new motels being planned, constructed or remodeled), Industry Highlights (market data and trends), a continuing research program (supplying market information), reader's service (developing inquiries for advertisers), mailing service, ColorScope reproduction, merchandising facilities, etc.

AMERICAN

MOTEL

MOTOR HOTELS · MOTOR INNS · MOTOR LODGES

Patterson Publishing Co. • 5 South Wabash Ave. • Chicago 3, Ill.

how these elements we measure do add up to total effectiveness.—A. EDWARD MILLER, assistant to the publisher, *Life*, before American Marketing Association, Akron.

1969 PROJECTION

To sell the volume of goods and services necessary to support a \$700 billion level of production in 1969 could well require from \$17 billion to \$22 billion of total advertising—or nearly double the present! That would represent between 4 to 5 per cent of the standard of living, measured by personal consumption of \$435 billion.—ARNO H. JOHNSON, vice president and senior economist, J. Walter Thompson Company, before American Marketing Association, New York.

SATURATION RADIO

All things considered, however, saturation radio should be budgeted within an over-all product budget the same way you would reserve money for a campaign in any major medium. By that, I mean this: the spot radio budget should not exist as a result of money available because of a network preemption or because some magazine dollars turned up when you missed a closing date. While package buys in spot radio tend to help you attain required frequency over a given station, the gross dollar outlay for saturation buying is still substantial and requires pre-planning.—JOSEPH SCHEIDELER, executive vice president, Bryan Houston, Inc., before Radio & Television Executives Society, New York.

TELEVISION IN 10 YEARS

The average evening in 1969 will find a TV set on in 30 million American homes. Many of the sets being sold today will still give good performance then, but they will bear little kinship to the 1969 models. One fashionable set will have a three-inch screen, correct, three inches. It will be a transistorized miniature that will work on the beach, in trains, and on planes. For home use, the 1969 set will replace the present picture tube with a thin, flat screen that can be hung on the wall like a painting—up to mural size if you like—and the viewer will operate it from a small box at his side. You will be able to

(Continued on page 17)

It's Bright!

It's Lively!

It's All New!

"O" makes it Official

He's spreading the word.

The **NEW** KHJ

Is soon to be heard!

Beginning March 16th,
a new sound will be coming
from the
93 spot on the radio dial
in hundreds of thousands of
Greater Los Angeles homes.

It's the bright, lively,
new, animated
Foreground Sound of Radio 93
KHJ-Don Lee...
more
appealingly vital,
more
attention compelling
than ever before.

It's the newest,
most modern way to
tell your story to the
adult market.

It's radio in motion... Radio 93
KHJ-Don Lee
and it's coming March 16th.



Listen for it!

**KHJ
RADIO**

LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



VITALITY



is a fact of **LIFE**

Vitality seems to care little about age.

Young or old, you have seen the vital ones. They are quick and deft with their thoughts. They may be old; their ideas are never old hat. The contemporary is their world, and they are busily shaping what will soon be the new.

Who would wonder that these people who prize vitality praise LIFE. They like LIFE. LIFE has their spirit. For them, LIFE is vigorous, swift, in-

cisive, provocative. To the vital, LIFE has vitality.

Vitality is a fact of LIFE. Just one. Maybe the surest way to sum it up is to say that for more than 32 million alert readers, LIFE is everything that's *new* and *now* and in the *present*.

That's why your advertising will perform well in the pages of LIFE. To find out more about it, why not call your LIFE representative today? He has all the facts of LIFE.

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WHEAT
THE PION



meet
**PAUL
MELINE**

... Editor of Machine and Tool Blue Book
—Your Man from Hitchcock

... examining a tap driver turned out by an automated six station drilling machine. Hitchcock editors travel all over North America to do on-the-spot fact gathering for authoritative staff-written articles. Top editorial plus 100% qualified circulation equals unexcelled advertising opportunity for you. An advertising investment in a Hitchcock publication always brings you dividends of sales and good will.

PUBLICATIONS SERVING METAL-
WORKING, WOOD WORKING
AND MASS TRANSPORTATION
INDUSTRIES

MACHINE and TOOL BLUE BOOK

MACHINE and TOOL DIRECTORY

ASSEMBLY and FASTENER
ENGINEERING

GRINDING and FINISHING

CARBIDE ENGINEERING

HITCHCOCK'S WOOD WORKING

WOOD WORKING DIRECTORY

MASS TRANSPORTATION

MASS TRANSPORTATION DIRECTORY

SCHOOL-BUS TRENDS

hitchcock

PUBLISHING COMPANY

WHEATON, ILLINOIS • SINCE 1898
THE PIONEER OF QUALIFIED CIRCULATION

(Continued from page 14)

show your home movies on the same screen. You will take them with your home videotape recorder, plug it directly into your TV set for playback and see them immediately in color with sound. Did some of the pictures turn out badly? Erase that part of the tape and take them again. And if you're forced to miss your favorite show one evening, simply set a little clock and the instrument will tape record the show and play it back when you like.—ROBERT W. SARNOFF, chairman of the board, National Broadcasting Co., before Los Angeles Junior Chamber of Commerce, Los Angeles.

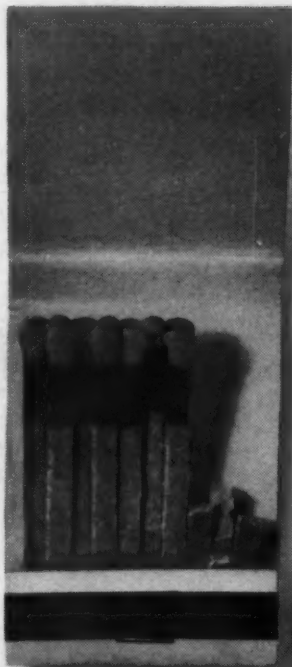
MEDIA-MARKETING TEAM

When radio came into operation, and more recently when TV swung into action, we had the beginnings of a media-complex. Now each one of the complicated elements in this media pattern has increased in cost to the point where advertisers *must* have selective and productive use of media geared to their own individual requirements. Otherwise, their management is in trouble—because, believe me, advertising is a major expense. This is where the agency Media-Marketing Team moves in.

It's no longer a matter of whether they should team together. It's a case of *necessity*. There is no practical use for a *media* concept which is not related to *marketing*. Conversely, a marketing concept which does not take into account a practical application in selling and advertising media is merely an academic exercise. . . .

I believe that media buyers face the early demise of "slow media," because of the impatience generated by the marketing concept, because of the zeal for generating greater share of market, because of the emphasis on rapid expansion. All of this is understandable. The alternative is to be run over in the parade of fast-moving competitors.

Media buyers will work with other members of the marketing team in the development of "media units." All elements of sales, display, merchandising and media will be blended into marketing units.—NEWMAN F. McEVoy, senior vice president, director of media, Cunningham & Walsh, Inc., before RTES, New York.



R. J. REYNOLDS earmarks most of its network radio appropriation for CBS Radio. Because it's what's up front that counts! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES
PER COMMERCIAL MINUTE
THAN ANY OTHER RADIO
NETWORK, AVERAGING OVER
16 CONSECUTIVE MONTHS.

How 54 more companies are building greater sales at lower cost in this first quarter

These new advertisers in Reader's Digest, convinced by the success of others, are now selling through the world's most widely read magazine.

Almost all companies expect sales gains in 1959—American business is getting so much better these days.

But—many companies are not content to gain merely by riding the rising economy. To get a greater share of their markets, 54 companies have changed their advertising plans. They have acted on the lessons of others who have found Reader's Digest a remarkably sound means of stimulating sales and building profits.

In the first quarter of 1959, new and old advertisers in the Digest have bought 58% more pages than last year, the best previous first quarter in Digest history.

They have taken advantage of the Digest's proven benefits, not available anywhere else: an all-time high audience; the largest quality audience in existence; a sustained belief in what the magazine publishes.

They are benefiting from the Digest's important new advantages of flexibility and economy: bleed at no extra cost; two-color at the same price as black-and-white; four-color at only 13.1% more than black-and-white; and the availability of half-pages, either in color or black-and-white.

Today you will find a larger portion of color advertising in the Digest than in any other magazine: 95% in this first quarter, compared to 68% a year ago.

The chief factor responsible for these first-quarter increases is the great success others have experienced in the Digest. Old and new advertisers know about Dove, Kraft, Tappan, Fedders-Quigan and others who have reported unprecedented results from their Digest advertising. In addition:

- **Johnson Wax** ran a coupon offer in the Digest for Glo-Coat, has had coupons redeemed at the rate of 10,000 per week, months after the offer appeared.
- **Beltone Hearing Aid** mentioned the offer of a free booklet in its Digest advertising . . . and the response outpulled any national publication ever used!
- **Ship'n Shore**, the largest manufacturer of women's blouses, reported "widespread store enthusiasm" over the sales prospects from its first advertisement in the Digest.



- **Simca** used the Digest to tell a detailed, long-copy story about its cars . . . and credited the magazine with having "out-pulled almost everything we've ever used."

These are just a few of the successes Digest advertisers repeatedly enjoy. Why do they occur and recur? Because nowhere else can advertisers get all of these unique values:

1. The largest assured audience that can be bought anywhere. It is larger than the audience of any other magazine, weekly, fortnightly or monthly; larger than any newspaper or supplement; larger than the average nighttime network television program.

2. The largest quality audience that can be found. The Digest has more readers in every income group than any other magazine. And the higher the income group, the greater the

Digest's share of the reading audience.

3. Belief in what the magazine publishes. People have faith in Reader's Digest, in its editorial and advertising columns alike.

4. Discrimination in the advertising accepted. The Digest alone, of major advertising media, accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

• • •

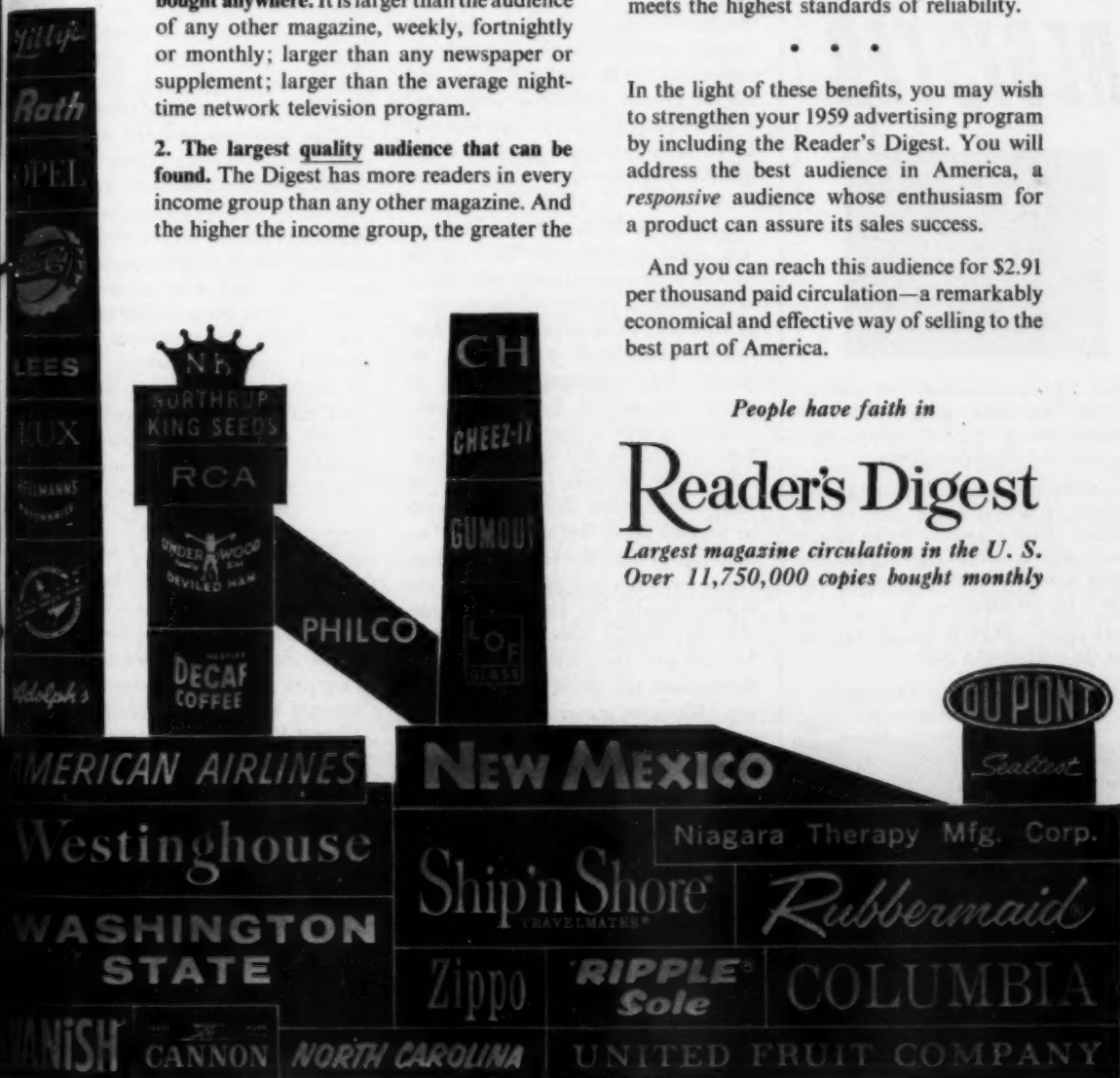
In the light of these benefits, you may wish to strengthen your 1959 advertising program by including the Reader's Digest. You will address the best audience in America, a *responsive* audience whose enthusiasm for a product can assure its sales success.

And you can reach this audience for \$2.91 per thousand paid circulation—a remarkably economical and effective way of selling to the best part of America.

People have faith in

Reader's Digest

*Largest magazine circulation in the U. S.
Over 11,750,000 copies bought monthly*



AMERICAN AIRLINES

Westinghouse

WASHINGTON STATE

MANISH CANNON

NORTH CAROLINA

NEW MEXICO

Ship'n Shore TRAVELMATES

Zippo

RIPPLE Sole

UNITED FRUIT COMPANY

Niagara Therapy Mfg. Corp.

Rubbermaid

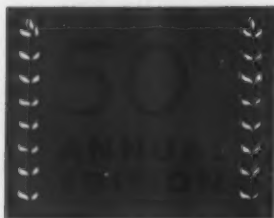
COLUMBIA

DU PONT Sealtest

Announcing

**Your Golden
Opportunity
to Increase
Sales!**

THOMAS REGISTER



● The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.

● It offers a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries...booming in direct buying action. 50,000 items of 12,500 manufacturers will be on display.

● Schedule YOUR products for front line attention now.

Thomas Publishing Company

ABC 461 Eighth Ave. • New York 1, N. Y. ADP



**Industry's No. 1 Marketplace
of Buying Action!**

Letters from Readers

WEEKLY NEWSPAPERS

The article in the January 1959 issue of your magazine which I have come to appreciate and rely on, entitled "Ferment in Hometown, U.S.A.," brings up several areas of interest which I feel might be explored a little more.

Your article touches on research shortcomings of weekly newspapers. There is no area for disagreement on the fact that this problem exists. There are a few things which I feel in all honesty should be clearly discussed. One of the greatest problems I have had is that not only do agencies rarely give us research assignments, but when they do make a casual remark about wanting to know something more, most of them will not set up any criteria or objectives.

On the other hand, we are besieged by requests for material which is not available, because no records are kept in the fields in which these people are temporarily interested. The second great problem we have is the rejection by one account or agency of the criteria established by another. If we do a research job for one firm we are quite likely to find that, although this information might be applied to several firms, the latter will not accept because they did not have a hand in the original request.

However, we have for our own use done some rather thorough research in several fields. In one instance we ascertained that the automobile dealers of Spokane and vicinity were not selling nearly the number of units that they should. This conclusion was based on income, sales figures throughout the state, and other factors. When we presented this material to the automobile dealers of Spokane, despite the fact that they were in a rapidly declining market situation, only two of them showed any interest, and only one took any action in his advertising program.

We made another survey in another field, which was utilized by the party that had asked us to make it. Since we were not paid to do this, we made the results of this survey available to all other clients and prospects in the field. One competitor who rejected the findings of the sur-

vey has since reversed his position. Two others are vaguely upset by these findings, but are not taking any decisive action. Still another party said that the results did not apply, but requested another survey.

Two Obstacles to Research

In this medium we are faced with another very difficult problem in regard to research. Acceptance of research bogs down badly in two particular directions. One is method and the other is definition of terminology.

It is this latter case that provides us with our greatest problem. From area to area in this state, there are different definitions of a weekly newspaper and a "weekly newspaper's market area." Other media do not face this problem. Our intense localization creates it, and the sales problem which arises is almost insurmountable in discussions with some media directors and account executives. These persons just do not comprehend life in or the economy of an area other than a large metropolitan center. They seem to believe that a state which has important dairying, lumber, orchards, wheat and hop production, as well as mining, fishing, and various types of manufacturing, is still regarded as a cluster of reasonably tall buildings and square block, five-story department stores.

DAVID W. HARLOWE

Sales representative, Pacific Slope Newspapers, Inc., Seattle.

STARCH STUDY

The fine Starch pieces will be put to good use here—a copy for every account man and coverage for our clients. Please send 35 copies of the booklet when the series terminates. Many thanks.

CLEON YOHE

Media director, Harris D. McKinney, Inc., Philadelphia.

NEWS LETTER ADVERTISING

This letter is prompted by Albert J. Ackley's January article, "Business Publications Urged to Offer Merchandising Services."


And I'm wondering what he thinks about our new idea: a news letter

MARKETING QUIZ

If you were after the \$17.5 billion mass feeding market

which man would you sell?

Mr. A



Institutional Feeder
Feeding is not our primary interest. To sell us you have to be the low bidder.

Mr. B



Incidental Feeder
Here, feeding is a sideline... a convenience. Our daily volume isn't large.

Mr. C



Small Commercial Feeder
Attracting and pleasing customers is important to me—but my buying power is limited.

Mr. D



Large Commercial Feeder
I must give my customers good food, service and decor and I have the money to do it.

THE FIGURES. There are 152,000 institutional and 200,000 incidental feeding operations (Mr. A and Mr. B). Combined, they account for only 28.8 per cent of all the meals served away from home. The remaining meals, 71.2 per cent, are served in commercial restaurants (Mr. C and Mr. D). Thus, the 230,000 commercial restaurants are the "profit core" of the feeding industry. In "the heart of the profit core" are 55,000 large commercial feeders who do 80 per cent of the commercial business.

THE ANSWER is, of course, Mr. D. The large commercial feeder is the number one sales target. He has volume and the ability to buy new and better products. In fact, to stay in business, he *must* constantly improve his operation.

The award winning features in American Restaurant Magazine help the large commercial feeder keep his food, service and decor top-grade. This is the only magazine that concentrates on Mr. D and doesn't get sidetracked with Messrs. A, B and C. That's why American Restaurant has more subscribers in "the heart of the profit core" than any other publication. Want to know more about Mr. D? Send for these marketing tools: *1959 Restaurant Market & Sales Analysis*; *1959 Subscriber Analysis*; *Readex Reports*.



american
RESTAURANT

Patterson Publishing Co. • 5 South Wabash Ave. • Chicago 3, Ill.

with paid advertising—but more important, to include inserts or enclosures. These enclosures can even be folders, complete with reply cards.

The envelope, which we feel is a must, gives the advertiser the impact of a direct mail piece, and at only a fraction of the cost.

Where does the merchandising come in? Well, regular advertisers in our bimonthly magazine get special rates. They're so attractive, we can't call it anything else. The news letter is published on the alternate odd months; those months in which the magazine does not appear.

NELSON BRYANT

Editor and general manager,
Resort Management, Memphis,
Tenn.

In his January article, Mr. Ackley, advertising manager of Facit, Inc., championed sustained creative merchandising services to advertisers by business publications. These services, he suggested, should go beyond the ordinary form letters, reprints, and counter cards and include imaginative ideas and cooperation in developing an advertiser's own merchandising ideas. Mr. Ackley suggested that advertisers electing to use these extra services should pay all or part of the extra costs.—The Editor.

IN DEFENSE OF THE LADIES

In spite of the "tongue-in-your-cheek" editor's note, I still think the acrimonious communication from Joe Doakes in your December issue could conceivably do a lot of harm to the agency business by creating additional unfair prejudice against women space buyers.

In my opinion, women media buyers are not guilty of Doakes' charges that they are either stubborn, closed-minded buyers, or that they buy on an emotional basis. Generally speaking, today's media women, on the contrary, are analytical, objective, and painstakingly thorough. Through long hours of research and analysis, many women buyers have become amazingly adept at making the advertiser's dollar go further.

In my opinion, Mr. Doakes is a sorehead and a woman-hater, and we hereby challenge him to a meeting under our dueling oaks—after which we will invite him for mint juleps here on our beaches, where some of the nation's top women space buyers find

WHBF-TV

... covers the nation's



47th

TV MARKET

THE QUAD-CITY METROPOLITAN AREA, home of WHBF-TV, is the hub of a great agriculture and industrial territory that encompasses 1,300,000 people ... the 47th TV market in the nation.

THE QUAD-CITY METROPOLITAN AREA is highly recommended as a mid-America test market. For here is a well-balanced economy with stable buying power, isolated from any other major market influences.

ASK Avery-Knodel, representatives, for complete market data or write to Maurice Corken, WHBF-TV, Telco Bldg., Rock Island, Illinois.



WHBF-TV
CBS

REPRESENTED BY AVERY-KNODEL

relief from their arduous duties and antiquated male prejudice.

LOYAL PHILLIPS

Publisher and editor, *St. Petersburg Independent*, St. Petersburg, Florida.

AGENCY LIABILITY

... there is nothing in the law that requires the agency to be liable for the contracts of its principals. To the contrary, as Morton J. Simon of Philadelphia states, "if the purchasing agent activities of the agency were not sometimes encumbered by contracts modifying its liability, there would be no doubt about the fact that it is the advertiser and not the agency which is generally liable to media." As Mr. Simon states it, "Unless otherwise agreed, a person making or purporting to make such a contract with another agent for a disclosed principal does not become a party to the contract. Since the agent is not a party to the contract, it is not liable on it. Thus, the advertising agency cannot be held on transactions undertaken by the agency on behalf of the advertiser unless there is some contract provision to take the case out of the general rule."

Please note the last 15 words of the above paragraph: "... unless there is some contract provision to take the case out of the general rule." Thus, the facts are that any agency which wishes to act as a principal rather than as an agent is acting *out* of the general rule rather than otherwise. As Mr. Simon clearly indicates, there is no such thing as standard practice within the advertising agency industry with regard to this matter of sole liability on the part of the agency, and as you know, or should know, the so-called 4-A's Standard Order Blank is far from standard.

When you refer to the Standard Order Blank, you do not indicate that these "standard conditions covering advertising contracts and orders" were adopted in 1933 by the four principal publishers' associations of the United States in cooperation with the American Association of Advertising Agencies, and it was this collusion that resulted in the equity action brought by the Justice Department charging the 4-A's and five national publishers' associations with violation of the Sherman Act. As you

(Continued on page 25)

YOUR MARKETS ARE CHANGING NOW!



NEW products and processes are creating ...
NEW sales opportunities every day!

Details? Send for complete Media Data File and "Your Markets Are Changing"

Industrial Equipment News



Thomas Publishing Company

PRODUCT INFORMATION HEADQUARTERS

461 Eighth Avenue, New York 1, N. Y.
... Affiliated with Thomas Register



Only four national magazines published more advertising during 1958 than the CHICAGO TRIBUNE MAGAZINE!

Surprising—but it's so! Though it covers but one market, the Chicago Tribune Magazine ranks with the giants in advertising volume. Here are the total linage figures for 1958:

1. Life.....2,320,191
2. New Yorker.....2,080,136
3. Saturday Evening Post.....1,966,000
4. Business Week.....1,824,934
5. CHICAGO TRIBUNE MAGAZINE 1,565,767

Chicago's best-read magazine clearly outperforms all rivals in the important Chicago market. In 1,275,000 families, 90% of the men and 95% of the women read it regularly every week.

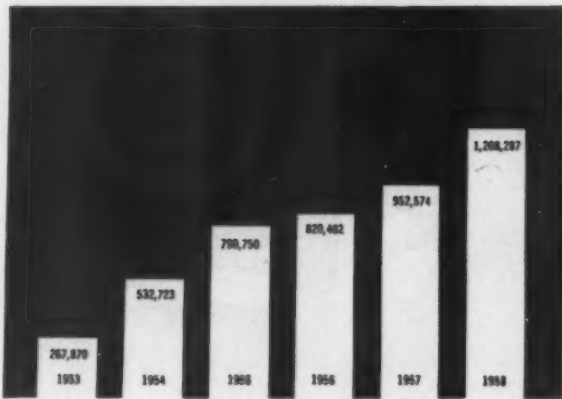
Advertisers are increasing their use of this powerful medium. Why not put it to work for you?

More readers... more advertising

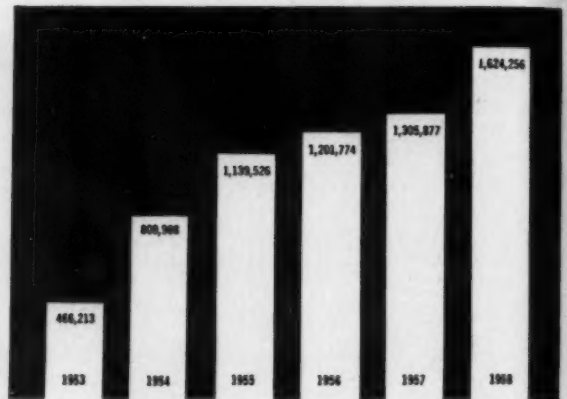
The Tribune gets 'em in Chicago!

Yes, you're "In Solid" in Solid Cincinnati when you're in the Daily Enquirer

LOOK WHAT'S HAPPENING TO FOOD LINAGE IN CINCINNATI



IN LOCAL FOOD LINAGE: Since 1953, local food linage in the Daily Enquirer has jumped by more than 900,000 lines to register a 350% gain. During the same 5-year period, general food linage in the Daily Enquirer has continued to climb, too—more than doubling between 1953 and 1958.



IN TOTAL FOOD LINAGE: In the past five years, total food linage in the Daily Enquirer increased almost 250%—ten times the market's linage growth. And it's still going up. In 1958, the big shift continued—with a one year gain of over 315,000 lines.

REASONS: Plenty of them. The Daily Enquirer reaches the solid market—that matters, comprehensively covering the families which buy most of the groceries in this rich, 19-county, 3-state Ohio Valley market. Gets there first, too—with a Thursday morning "target time," giving your ad a whole extra working day, each week-end.

TOP TEN BRANDS SURVEY JUST COMPLETED!

Like to know who uses your products (and your competitors') . . . by age, income, occupation, number of children, and many other characteristics . . . plus what newspapers they read? The answers are here for 130 different product classifications. Ask about a specific profile on your product category or brand. Call The Enquirer's Research Department, or Moloney, Regan & Schmitt, Inc.



THIS IS THE SOLID CINCINNATI MARKET

A 19-county, 3-state area that rates top consideration in any national campaign.

- Population 1,564,100
- Households 482,000
- Effective Buying Income \$2,816,318,000
- Total Retail Sales \$1,849,870,000

Source: S/M Survey, 1958

Solid Cincinnati reads the **Cincinnati Enquirer**

Delivers your
full page ad into
100,000
Lutheran Homes
for less than



per family

This Day

The Christian family
magazine they read with
thoroughness* and believability.

*A recent survey revealed that 52.2%
of the subscribers spend 2 to 3 hours
reading THIS DAY magazine.



Let us mail THIS DAY
to your home. Just send your
name and address.

This Day

Concordia Publishing House
3558 S. Jefferson Ave.
St. Louis 18, Mo.

(Continued from page 22)

know, the matter ended with the signing of a consent decree by the defendant organizations.

NORMAN FRANKEL

Vice president, Bearden, Thompson, Frankel, Inc., Eastman, Scott, Atlanta.

MEDIA/SCOPE has never contended that there is anything in the law that requires an agency to be liable for the contracts of its principals. It did state, however ("Small Agencies and the 15%," M/s, December 1958) that the agencies' assumption of credit responsibility for their clients is one of the services performed for media that entitles agencies to the 15 per cent commission paid by media, and that if this responsibility is shunned there is less reason for the media to allow the commission.—The Editor.

LADY SPACE BUYERS

You have in MEDIA/SCOPE one of the best publications for any executive or company using advertising. I like it immensely. Your recent article about women media buyers was priceless—and so timely! Too bad we ever let girls into this end of the agency business. Yet, some of them are really good.

Unfortunately, the women are crowding men out of occupations and making it more difficult for a man to maintain a home without his wife working.

Best of luck with MEDIA/SCOPE.

FRANK T. EDDS

Advertising and public relations manager, General Publishing Company Ltd., Toronto.

AGENCY CREDIT RISK

Your editorial ("Small Agencies and the 15%") impels me to raise two questions:

1. Why, if the agency follows the AAAA recommended procedure of billing clients for space one month preceding insertion, should there be any great risk of loss involved, unless the agency is so unbusinesslike as to allow a client to become habitually delinquent in its payments?

2. If a "smallish" agency has any fears of being left holding the bag, it can always arrange with the media concerned to bill the client direct and remit the commission to the



STEWART-WARNER (Alemiter Division) returns to network radio—CBS Radio—with its biggest appropriation in years. PCP was the additive that did it! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES
PER COMMERCIAL MINUTE
THAN ANY OTHER RADIO
NETWORK, AVERAGING OVER
16 CONSECUTIVE MONTHS.



This is Houston

A proud symbol of Houston's spirit is the majestic San Jacinto Monument . . . marking the site of Texas' victory in its battle for independence!

Yes, Houstonians think big and BUY big! And, when they think of buying, they look to The Houston Chronicle. That's why in 1958 **The Chronicle published more total advertising than both other Houston newspapers combined**, more than any other newspaper in the Southwest, and now ranks 9th in the entire nation in the amount of advertising published!

SOURCE: MEDIA RECORDS



THE HOUSTON CHRONICLE

Read by More Houstonians
Than Any Other Newspaper!

THE BRANHAM COMPANY
—National Representative

agency upon receipt of payment from the client.

The latter arrangement, I understand, is not infrequently employed by very small agencies that do not see fit to invest enough operating capital in their business to do the "banking" for their clients on the media-buying front. Apparently the willingness of media to bill clients direct and remit the commission to the agency is, at least to a substantial degree, rooted in the feeling that the agency renders a creative service in copy and production, and otherwise renders marketing services to the client which improve the clients' chances of making its advertising pay. Always, I should think, media consider these agency services far more valuable than bearing the credit risk.

In our own small organization, it has never occurred to us to work in any but the old-fashioned way. We guarantee to any medium owner that we will pay for the space we place for any client. And we are equally dedicated to the business-like practice of making sure we work only with clients who pay their bills.

SCHUYLER HOPPER
President, The Schuyler Hopper
Company, New York.

MODEL OF CLARITY

Permit me to express my personal congratulations on your article, "Out, Out, Third Spot," in the January issue of MEDIA/SCOPE.

In my opinion, it was a model of clarity and conciseness. I have never seen the U. S. Broadcast Checking Corporation's new automatic television monitoring services and their relationship to "triple spotting" described more clearly.

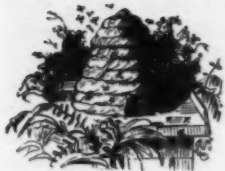
Your piece certainly reflects the high standards in writing and reporting we have long enjoyed in MEDIA/SCOPE.

ALLAN GOLDENTHAL
President, U. S. Broadcast Check-
ing Corporation, New York.

USEFULNESS OF STARCH DATA

The January issue of MEDIA/SCOPE is even better than usual, and I want to congratulate you on how your magazine is developing.

I was particularly impressed by the usefulness of the Starch data, and am



Like they say in advertising -- "Make this simple test" If your client specializes in raising the world's finest bees, would you spend his budget in *The Bee Digest* or, say, *Bug World*? Of course you'd buy *B.D.* for its distinct market coverage -- instead of *B.W.*'s across-the-board.

Logical media-selection in "gas industry" publications is just as simple (although there's really no such creature as "gas industry", per se). The trade breaks it down three ways--(1) Drilling and Producing; (2) Pipelining -- transportation to buyers; and (3) DISTRIBUTION --purchase and delivery to industrial and domestic consumers.

The latter, in itself, is a separate and distinct \$952-million industry -- and *AMERICAN GAS JOURNAL* is the only magazine serving it exclusively.

Editorially, *AGJ* starts where purchasing starts -- at the city gate. And our growing list of subscribers like it. Now they have a book of their own. (Like to have a 34" x 22", six-color, flow chart of the Gas Distribution Market which illustrates how the "gas" industry is divided? Drop us a line. It'll make your media direction easier.)



THE PETROLEUM ENGINEER PUBLISHING CO.
800 DAVIS BUILDING • DALLAS

Media/scope, March, 1969

looking forward with interest to seeing its continuation in later issues.

JAMES H. BEARD

Promotion director, *Newsweek*,
New York.

TV DIRECTOR'S VIEW

I believe that you have a bias in favor of non-air media. I do not suggest this is an overt, perhaps even conscious, attitude. But, I think it is illustrated by the article on page 31 of a recent issue of *M/s.* ("Newspapers vs. Television--Which Is the Better Buy?" by Dr. Howard D. Hadley.) I find Dr. Hadley's thesis and statistics questionable, and I deplore the lack of supporting information and source material--but that is not the point. Here, *MEDIA/SCOPE* has led off a series, which it piously hopes will serve a useful purpose, with a gross attack on another medium. It leads off with the newspaper story, schedules magazines next issue and only in the abstract future will there be "other discussions."

Further, I can see no lasting worth coming from one fine medium engaging in violent attacks on another--any more than I can see why your publication should favor one type of media over another in coverage, emphasis, and article content.*

On the accounts I am assigned I use all media. My need to know is one reason I welcome *MEDIA/SCOPE*--but only if it will present a balanced, fair, and accurate picture. These are trying enough times for advertising without effort, emotion, and money being squandered in violent intramural strife.

CHANNING M. HADLOCK

Vice president and director of radio and television, Rose-Martin Advertising.

*See subsequent issues.--The Editor.

LOCAL RATE CARDS AVAILABLE

I thought your article in a recent issue of *MEDIA/SCOPE*, "Are Newspapers Lowering the National Rate Barrier," was an unusually objective discussion of a very difficult newspaper problem, and I congratulate you on its excellence.

You may not be familiar with the fact that, while newspapers had been "reluctant to circulate local rate cards at the national level" some years ago, most of the daily newspapers in the U. S. now make local rate cards avail-



When you hear the question, "What business are you in?" -- and you say, "Advertising", -- chances are there's a second question, "Which phase of advertising?"....

Out where the oil derricks grow, when a man says he's in the oil business, there are invariably other questions -- "Drilling/Producing? Pipelining? Refining?" Nine times out of ten, he is a specialist in one of these three distinct divisions--and proud of it.

Now, let's take your client who makes, say, refractometers. Do you buy circulation across-the-board on a "tonnage" basis, hoping to blanket his buyers? You can reach the same people in a less expensive (cost/1000 buyers), cleaner, "thinner", more receptive atmosphere... Match his refractometer to its specialized market -- refining, only. Reach the buyers the way they want to be reached--in a book of their own--THE REFINING ENGINEER!

PE publishes two other "market matched" books -- The Petroleum Engineer-Drilling/Producing, and The Pipeline Engineer. Each of these three specialized monthlies is supplemented with the Management Edition of The Petroleum Engineer -- a combination of all three specialized magazines designed to fill out the buying pattern (at no extra cost).



THE PETROLEUM ENGINEER PUBLISHING CO.
800 DAVIS BUILDING • DALLAS

able through the Association of National Advertisers, as a result of cooperation between the ANA and NAEA, beginning about five years ago.

JOHN W. MOFFETT

Vice president, advertising director,
The Minneapolis Star and Tribune.

SAWYER AND CAPLES

I enjoyed the article on "How To Avoid Booby-traps in Media Preference Studies" in your recent issue, and would like two extra copies of the piece.

Moreover, I was most interested in

the article by John Caples of Batten, Barton, Durstine & Osborn on the 20 things an account executive should know about media. I think Mr. Caples generally covers the subject very well—all except the fifth point, where he candidly states that all an account executive has to know about circulation audits is to understand the function of the Audit Bureau of Circulations.*

Any advertising agency account executive who limits his knowledge of circulation audit services to that provided by ABC, and no other, would be guilty of a great disservice to his

clients and could hardly do an intelligent job of servicing them.

With BPA and VAC as powerful as ABC in the circulation auditing field, what Mr. Caples should have said is that any advertising agency account executive should fully understand the specific functions of all three recognized circulation auditing services—Audit Bureau of Circulations (ABC), Business Publications Audit of Circulation (BPA), and Verified Audit Circulation (VAC). To do less would stamp him as a very inefficient account executive.

FRED T. RUSSELL

President, The Fred Russell Co.,
Los Angeles.

*Mr. Caples' seventh point was "Controlled circulation. You should know the meaning of the term, 'controlled circulation'." Mr. Caples' fifth point was actually: "A.B.C. You should understand the function of the Audit Bureau of Circulations."—The Editor.

"AN IMPORTANT MESSAGE"

In "How To Treat Station Reps" in your recent issue, Frank Silvernail has written a very important message to all buyers. As one who has maintained the policy advocated by Mr. Silvernail here at Dancer-Fitzgerald-Sample for the past 17 years, I have passed the article on to our assistant time buyers to read and digest.

FRANK MORIARTY

Media buyer, Dancer - Fitzgerald - Sample, Inc.

ANY OTHER REQUESTS?

I have been reading your extraordinary magazine, and I have been using it as a text book for learning about media functions.

But since I am an international representative, I would like to learn more about my specific trade.

Would it be possible for you to insert a permanent section that has to do with the international media?

Thank you again for your wonderful magazine.

RAFAEL ALCAZAR
Caribbean Networks, Inc., New York

LIKES ISSUES

I find your magazine most helpful and every issue of utmost value.

KATHRINE FALÉIDE
Media director, Don Kemper Company, Inc., Chicago.



THE ONLY PITTSBURGH
NEWSPAPER THAT CAN
MAKE THIS STATEMENT



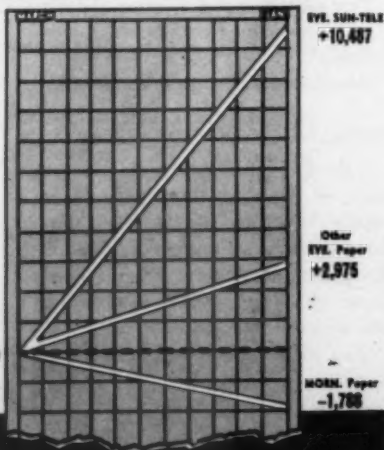
...for 11 consecutive months
IN DAILY CIRCULATION

GAINS!

Only a greater public acceptance and downright admiration for our superior product can account for this outstanding Sun-Telegraph GAIN in circulation. An unbroken record of gains, month after month, for eleven consecutive months!

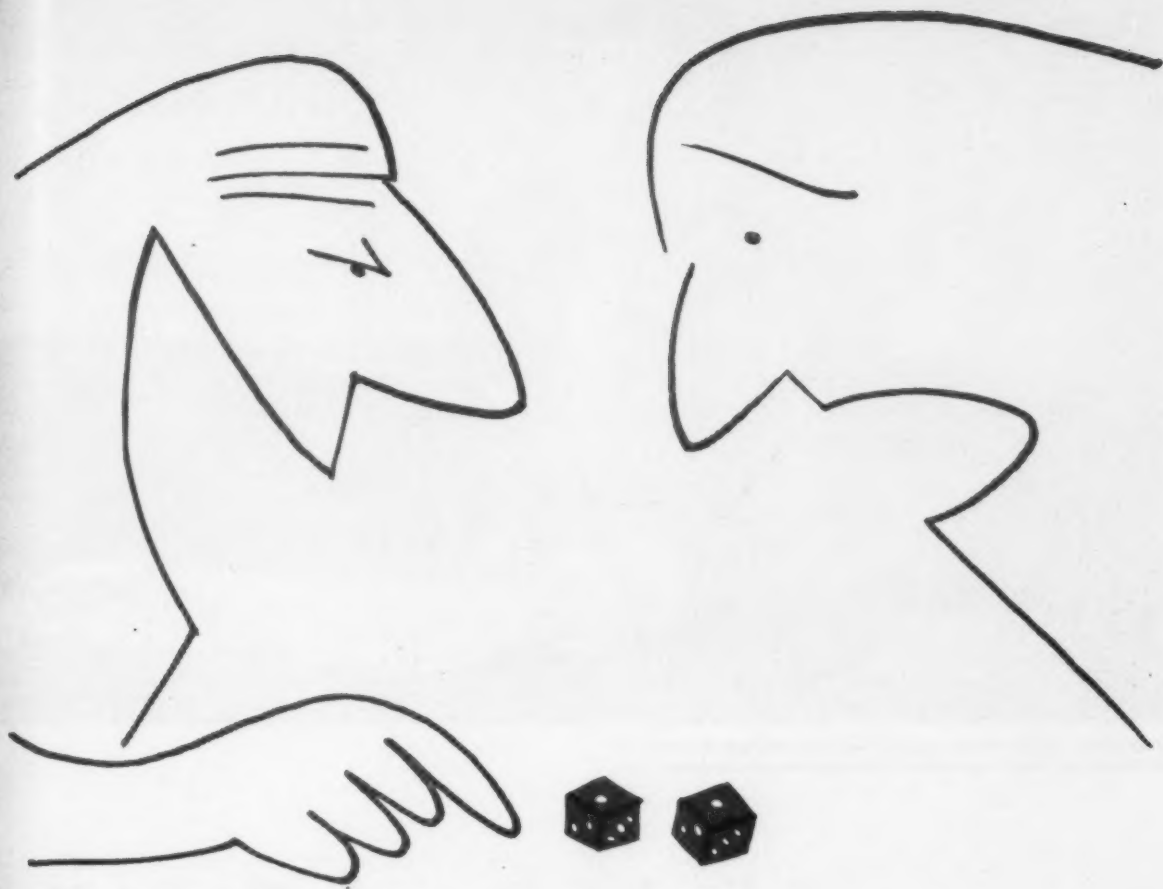
11 Consecutive Months	Evening Sun-Tele	Other Evening Paper	Morning Paper
MARCH '58	+22,721	+1,193	+5,241
APRIL '58	+18,463	+ 229	- 588
MAY '58	+11,151	+ 893	+1,480
JUNE '58	+ 7,814	+7,491	- 487
JULY '58	+10,792	+4,776	-4,794
AUGUST '58	+10,588	+4,174	-2,577
SEPTEMBER '58	+ 7,224	+5,293	-2,463
OCTOBER '58	+ 5,696	+2,020	-5,990
NOVEMBER '58	+ 5,951	+2,483	+ 895
DECEMBER '58	+10,829	+3,529	-4,864
JANUARY '59	+4,823	+ 918	-3,637
Average Daily Increase or Loss (computed on basis of number of publishing days)	+10,487	+2,975	-1,788

SOURCE: From Pittsburgh Publisher's Monthly circulation statements submitted to local retail advertisers.



SUN-TELEGRAPH

Nationally Represented by Hearst Advertising Service Inc.



"SNAKE EYES" MEANS YOU LOSE!

The double spot in radio advertising may be profitable for the station, but it's a losing proposition for the advertiser. *WJR does not double or triple spot.* Your advertising message never shares the listeners' attention with another commercial. By standing alone it has every opportunity to be heard, remembered and acted upon. It's the only way you get a fair shake for your advertising dollar.

Giving advertisers every opportunity to make the most of the time they buy is only part of WJR's policy. An equally important part is the fact that WJR bars the door to questionable advertising, products, or services. This costs thousands of dollars annually in advertising revenue, but has built a million dollars worth of confidence in WJR listeners. They know they can believe what they hear.

Don't gamble with your advertising dollar. Call your nearest Henry I. Christal representative and get all the facts on why adult listeners have made WJR the No. 1 station in the fifth richest market in America.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



SPEAKER at Annual Media Awards luncheon on April 8 will be Thomas B. Adams, president of Campbell-Ewald Company.

Annual Media Awards

THREE panels of judges have made their selection of the best entries for the Annual Media Awards, and the main speaker at that event, the new president of Campbell-Ewald, is working on his address.

The Awards will be inaugurated at noon on Wednesday, Apr. 8, in the Crystal Ball Room of the Park Lane Hotel in New York. Some 200 persons are being invited to attend, and the meeting will be in charge of Dr. E. L. Deckinger, Grey Advertising Agency's media director, who is general chairman of the Awards.

The executive secretary of the Awards, Roger Barton, says that entries at 151 were twice as numerous as he had expected, and that they represent most of the outstanding media research that was done in the country in 1958. The entries are also thoroughly representative of the media techniques that displayed innovations in the use of media last year and of the outstanding addresses and articles that were produced on media-buying subjects.

The main speaker will be Thomas B. Adams, who at 38 is the youngest president of a major advertising

agency. He was chosen head of Campbell-Ewald (only agency among the nation's top 15 with headquarters in Detroit) in February 1958. His entire advertising career has been spent with Campbell-Ewald, which he joined in 1945 as writer and client contact man.

Two of the panels of judges functioned in New York and one in Chicago.

The panel of three judges that selected the best examples of **Media Research** met on Feb. 17 at the Harvard Club. It is composed of Paul E. J. Gerhold, vice president for media and research, Foote, Cone & Belding; Howard G. Sawyer, vice president and marketing director, James Thomas Chirurg Company, Boston; and A. A. Whittaker, director of marketing research, Bristol-Myers. A bronze plaque and four certificates of merit will be awarded to the judges' choices of "An individual or organization for a significant contribution to media research which has served to improve the delineation of media or their markets."

Media Techniques were judged by a panel of three

judg
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for
Dob
Legl
Ken
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the r
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eval
cago
pres
Weis
displ
direc
nate
"To

- **Thomas B. Adams**
of Campbell-Ewald
Main Speaker.
- **Dr. E. L. Deckinger**
of Grey Advertising
General Chairman.
- **200 Invited**
to Park Lane
Luncheon.



GENERAL CHAIRMAN of Annual Media Awards is Dr. E. L. Deckinger, vice president and media director of Grey Advertising Agency.

Media Awards To Be Presented April 8

judges that met at the Harvard Club on Feb. 19. They included Samuel A. Thurm, newly chosen vice president for advertising services at Lever Brothers; Harold H. Dobbertein, lately vice president for media at Warwick & Legler; and G. Maxwell Ule, senior vice president of Kenyon & Eckhardt. A bronze plaque and four certificates of merit will be awarded to the judges' choices of "An individual or organization for a significant innovation in the use of media in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan."

Public Statements on media-buying subjects were evaluated by a panel of three judges who met at the Chicago Athletic Club on Feb. 16. They were Jack Bard, vice president and director of marketing services, Edward H. Weiss and Company; A. W. Dreier, manager of general display advertising, *Chicago Tribune*; and C. F. Parsons, director of merchandising, Motorola. The judges designated a bronze plaque and four certificates of merit to go "To an individual or organization for a contribution to

creative media thinking as expressed in a public address, published article or book, or other document."

The general chairman of the Annual Media Awards is Grey Advertising Agency's vice president and media director, Dr. E. L. Deckinger. He was responsible for originating the idea of the Awards, because in an article in the August 1958 issue of *MEDIA/SCOPE*, he asked: "What about an Annual Award for creative media-buying?" He maintained that there would be long-term value in such awards, asserting that the media-buying field would "gain in knowledge; in stature; in the recognition of good effort, from the healthy values of competition; in the justifiable pride which media folk would have in seeing their product recognized; in whatever encouragement it will be for better work, through the publicizing of it."

The meeting at the Park Lane will be opened by Walter E. Botthof, chairman of Standard Rate & Data Service and publisher of *MEDIA/SCOPE*, which is sponsoring the Awards. The luncheon starts with cocktails at 12 Noon and ends at 2:00 P.M. ■

Men of the Month in Media

McEvoy Sees Benefits In Media Planners Group

Fortunately for the business of advertising, the American advertising executive is gregarious. Organizations have for years been engaged in investigating, surveying, codifying, suggesting, supporting, underwriting, and endorsing a variety of good causes and needed reforms. Through seminars, workshops, study groups, committee and sub-committee meetings, spotlights have been thrown upon these causes and sights have been raised.

The net result of these thousands of man-hours of effort has been a considerable contribution to the body of advertising knowledge, and the intellectual and professional enrichment of advertising's practitioners.

Since joining Cunningham & Walsh



C&W's Newman F. McEvoy: our goal is to make media information more productive.

in 1928, Newman F. McEvoy, the agency's respected and influential senior vice president and (since 1947) media director, has given largely of his time to these industry activities. He has been active in the Radio and Television Executives' Society, the National Outdoor Advertising Bureau, and the various media committees of the AAAA. Last April, he was elected chairman of the AAAA Committee on Outdoor and Transportation Advertising.

Now he has extended the range of his activities into a new area, as a founder and first president of the New York Media Planners. This group is devoted to fostering communication among those responsible

for the purchase of advertising space and time in agencies in the New York area, and as such will supply a long-felt need.

"Our whole emphasis," says Mr. McEvoy, "is in making this organization important to its members by offering real benefits to them. The membership, incidentally, will be made up of individuals, not companies.

"We might have taken the route of company memberships, but there was no need. For the AAAA, perhaps, the company set-up is the only one which will work, but we don't have to develop a complex organization, and there's no need for high dues.

"Our activities will be in the areas of exchange of ideas on buying techniques, comparisons of data, and improved use of media research tools. Our goal is to make media information more productive to our needs."

Mr. McEvoy, incidentally, was president of a somewhat similar group, The Media Men's Association, in 1947. That organization failed to survive, thinks Mr. McEvoy, mainly because the programs lost substance after a while. Mr. McEvoy and his confreres have learned something from this episode, and they intend to keep the New York Media Planners programs as meaty as possible.

Lemons Is NAEA Choice For "Total Selling" Year

Giving buyers a clearer image of newspapers as an advertising medium is the leadership task for 1959 of George Lemons, advertising director, Greensboro (N. C.) *News and Record*.

As the new president of the Newspaper Advertising Executives Association, he will spearhead that organization's efforts as part of the industry's "Total Selling" drive. The NAEA, along with other facets of the field, has joined hands with the Bureau of Advertising, ANPA, in the biggest effort ever to increase the newspapers' share of the advertising dollar.

"We're in a hot battle," says Mr. Lemons, "and we can't afford to go our individual ways. Now we have a

new concept of selling newspapers which includes all levels — national, retail, and classified.

"The stage was set last year in NAEA under Charlie Lord's aegis (Mr. Lord is advertising director, Indianapolis *Star and News*), when he served as NAEA president. He challenged us to work together as never before.

"Now we are out to sell in a united



Greensboro's George Lemons: Now we are out to sell in a united way (for NAEA and the newspaper industry).

way what the newspaper can do for both the manufacturer and merchant."

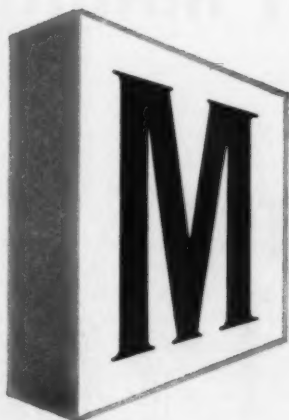
Mr. Lemons is equipped by disposition and performance for the task assigned him this year.

Now serving a second term on the Plans Committee, Bureau of Advertising, he has been deep in the development of the "Total Selling" concept, which was conceived by the Bureau's president, Charles T. Lipscomb, Jr.

A seasoned newspaper man, Texas-born George Lemons began his career as an advertising salesman in 1926 with the Cincinnati *Times-Star*. From there he went to Greensboro, N. C., where he joined the *News and Record*—and where he stayed.

Despite his deep interest in NAEA activities—including a past-presidency of the NAEA of the Carolinas—he has found time to serve his city in many civic ways.

Friends say that quiet-spoken George Lemons is a wise choice to spark NAEA's part in the "Total Selling" drive. ■



MARKETIZING

... a method of developing industrial sales and product acceptance through the *coordination* of sales strategy... advertising... direct mail... and effective catalog distribution.

For an example of **Marketizing** at work, see page 104



CANADA'S



You'll reach 97.3% of
all households in

LARGEST MARKET*

through the pages
of the

HAMILTON SPECTATOR



*CANADA'S STEEL CENTRE, metropolitan Hamilton boasts a per-household net effective buying income of \$6,265.00 a year . . . the third largest per-household income in Canada.

THE HAMILTON SPECTATOR is the only medium that completely covers this rich market, made up of 357,000 people. A compelling reason why you should consider THE HAMILTON SPECTATOR an "A" list paper.

WANT MORE FACTS? Write for your free HAMILTON MARKET BOOKLET:

The Hamilton Spectator

ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

UNITED STATES

Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

H 8977 J

Does your agency, as a network member, frequently use its network contacts in other cities to obtain information on media and markets?



GEORGE H. GEISE, vice president, Hood, Light and Geise, Inc., Harrisburg, Pa. — We have had requests from several fellow members of

our network, the National Federation of Advertising Agencies. We have assisted these members by surveying the local marketing scene here in Pennsylvania, and checking the distribution of their clients' products. This latter job has included investigation of point of sale display and customer brand preference, as well as sales volume achieved in various chain and independent retail outlets.



RICHARD C. FAUST, media director, Darwin H. Clark Co., Los Angeles. — We make contact with network members regarding media about twice a

month. However, we feel qualified to determine leading media throughout the country in most cases. If confronted with a media selection problem, we will consult with our network and media representatives and have them furnish data. We have on occasion asked network members in various areas to conduct market surveys if a client was interested in concentrating his advertising and sales in those areas. We have also found our clients' dealers and franchisees in other cities to be excellent sources for media and market information. Their findings are limited to particular firms and products, but their information may be useful on another campaign in those areas.



LESTER HARRISON, president, Lester Harrison, Inc. — Media buying goes much deeper than simply evaluating facts and figures.

Every publication, every station, has a personality that endears it to a specific segment of a market. Experience is the only true judge of a medium's full worth. I find it advantageous to discuss media selection with members of the League of Advertising Agencies because, within the group, there's always one man who can give the "personality" facts about the medium under consideration. I foresee an ever-increasing value in my League membership. The League, speaking for the medium-sized agency, can roar as loudly as any agency giant for fair play and justice in areas of commission, position, and acceptability of our clients' advertisements.



JOHN O'ROURKE, president, John O'Rourke Advertising, Inc., San Francisco. — This is no longer a matter of choice. Time

was, and not so very long ago, when advertisers had very little knowledge of media. Many of them had even less interest in media. But now both advertisers and agencies realize that even a brilliant message dissolves into ineffectiveness if it is not presented to a responsive and proper audience (proper for the advertiser's product, that is!). Accordingly, both must be sure that adequate yardsticks are applied to the media selection job. ■

USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—890,357 ABC 12/31/58

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 757,988. In addition, Playboy has 132,369 regular subscribers. Total monthly circ. 890,357 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28 is the median age of the male Playboy reader. 70.2% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

\$7.281 is the median income of the Playboy household. Highest figure reported by Starch for any men's book.

MARITAL STATUS

37.1% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

71.1% of all Playboy households are located in the 168 major metropolitan areas. This figure exceeded only by The New Yorker and newspaper supplements.

APPAREL

38.3% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months. Top figure for all men's magazines included in Starch.

PHOTOGRAPHY

80.9% of male readers use a camera. 51.2% use flash bulbs. 22.9% of Playboy households have a movie camera. Each of these figures is higher than that reported for any other magazine in Starch Report.

TRAVEL

27.7% of Playboy households spent over \$200 on business travel during past 12 months. Playboy is 2nd only to Nation's Business in Starch Report.

AUTOMOBILES

95.7% of Playboy households own one or more automobiles. 6.2% own three or more. 131.9 automobiles every 100 Playboy households. 55.1% of all Playboy households bought an automobile during the past 12 months. All of these figures are highest reported by Starch for any magazine.

TOBACCO

75.2% of all male readers smoke cigarettes. There are 88 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

85.9% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st on beer—80.1%, and whiskey—76.4%

INSURANCE

26.3% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

HOUSEWARES

A larger percentage of Playboy families bought new electric coffee makers, mixers, fans, fry pans, toasters and radios during the past 12 mos. than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "... the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!"

One mail order advertiser sold over 27,000 drinking team sweaters at \$5.75 each during just the first four months that his 4" ad ran exclusively in Playboy. Kaywoodie Pipes reports that a buried offer of a 25c catalogue in their advertising during the holiday season last year pulled many more responses on a cost-per order basis than any other magazine they used.

PLAYBOY

232 E. Ohio/Chicago/MI 2-1000
720 Fifth Avenue/New York/CI 5-2620

Selling...\$5,000 AUTOMOBILES?

Selling \$50,000 yachts?... \$500 Hi-Fi sets?
60c Crab Meat?... or 89c T.V. Dinners?

This three-tenth page advertisement in the January issue of **SUBURBIA TODAY** brought in over 100 inquiries, many by long-distance telephone — and this unsolicited letter from the President of Classic Cars, Ltd., New York.



Own this Classic Rolls-Royce. \$1,995

CLASSIC CARS + LTD. 233 East Third Street • New York 21, N.Y. • YUkon 9-0505

January 22, 1959

Mr. Leonard S. Davidow
President and Publisher
Suburbia Today
153 North Michigan Avenue
Chicago 1, Illinois

Dear Mr. Davidow:

You will be interested to know what has happened following our advertisement in the first issue of **Suburbia Today**. As you recall we featured a 1935 Rolls Royce at a price of \$1,950.

We have been astonished. Already we have received well over 100 specific inquiries from this advertisement — and all of these are from valid prospects. As an indication of the type of people who are responding, many of them have contacted us by long distance telephone from all over the country at their own expense. We think this is a true expression of interest from substantial citizens.

These inquiries have so swamped our small organization that it will take us some time to add to our stock of **Classic Cars**. When we do rest assured that we will be back in touch with you.

Sincerely,

CLASSIC CARS, LTD.

President

Suburbia Today

The magazine of pleasant places

Edited by Leonard S. Davidow, Publisher

BOLAND-BOYLE • BROYLEY • CERS HONOR • KEMERER-BREX • BUDATT • AUTON MASTIC • SCOTT-STARBUCK
BRASH • HOWARD-MEYER • BAILEY • LAWRENCE • FRUCK • LINDA • TAYLOR • HATBACH-REPPHAN

Whatever you sell, you can sell more in the Wonderful World of

Suburbia Today

The Magazine of Pleasant Places

NO QUESTION ABOUT IT. The "hottest" market for quality products today is in America's booming suburban communities where modern shopping centers, giant supermarkets, smart stores and show rooms are ringing up gigantic record sales increases.

Distributed by 175 selected suburban newspapers, **SUBURBIA TODAY** offers advertisers concentrated coverage in depth of 438 top-rated suburban communities—outstanding shop-at-home suburbs in the country's leading metropolitan centers.

If **SUBURBIA TODAY** is not already high on your media list, let us show you why it should be. Your representative has full information including the latest additions to the evergrowing list of outstanding suburban communities covered by **SUBURBIA TODAY**. Call him today.

Reaching 1,204,934 families in 175 top-rated suburban communities.

153 North Michigan Avenue, Chicago 1
ANdover 3-1270

NEW YORK 77, 405 Park Avenue, Plaza 5-7900
DETROIT 2, 1,421 General Motors Building, TRinity 1-5267
CLEVELAND 15, 404 Home Building, PRocent 1-4677
SAN FRANCISCO 7, Blanchard Nichols, AVenue Phillips & Van Orden Bldg
100 Third Street, YUkon 8-5341
LOS ANGELES 5, Blanchard Nichols, AVenue
421 South Westwood Avenue, DUNkirk 3-6134
MIAMI 77, 1, Columbus Avenue, WEstmoreland Building, FRonstin 1-994



The smart, monthly colorgravure magazine of newspapers in selected suburban communities

Interview with Roger M. Greene
Vice President and Director of Advertising
Philip Morris Incorporated



Advertising's Selling Power Is Large Unanswered Question

*Philip Morris advertising director suggests
media can supply part of the answer.*

WHAT is your role in the company's advertising structure? What are your functions?

As director of advertising, I am responsible for advertising for all Philip Morris brands. I report directly to George Weissman, director of marketing, who, with Ross Millheiser, assistant director of marketing, is responsible for sales, advertising, and related fields.

The advertising structure of Philip Morris, Inc., may be divided roughly into two parts. One is the brand manager system. The brand managers (for example, Tom Christensen for Marlboro and Philip Morris, Jack Landry for Parliament, Alan Bick for Benson & Hedges) are responsible for meeting the sales and profit goals set for their brands. On advertising matters they refer to me. The brand managers, and their respective brand advertising managers, are directly involved in mapping out

advertising and media programs. They are also, of course, in direct contact with our various advertising agencies.

In addition to the brand advertising, there are areas of advertising which require corporate treatment; for example, corporate rate structures, agency relations, media discounts, television programming and facilities. Hamish Maxwell, our department's media and contracts manager, does much of this work, assisted by Edward Rohlin. Mr. Maxwell and Mr. Rohlin have contact with agency media departments, and they participate in media evaluation.

Jet Lincoln, director of marketing research, has a good deal to do with our advertising research, in relation both to our agencies and to independent firms.

Your brands are in a sense in competition with each other. Does this brand competition have any effect on when and where messages are placed in the various media (e.g., the number of pages of total company advertising in any one issue of a magazine; the placement of spots)?

Research does indicate the influence of a corporate pattern in brand selection. When one tobacco company

Roger M. Greene joined Philip Morris in 1936, and became successively a member of the order, accounting, sales promotion, budget, sales, purchasing, and production departments. He joined the advertising department in 1946, and became advertising manager in 1951. He was named director of advertising in 1953 and vice president for advertising in 1958.



MARLBORO "MOVE-UP" FORMULA IN 1958: $M \text{ 'M-U' } = PM (ROP + M + CTP) + RT (T^2 + JP + D^2 + S^2) + 11000B^2 + NC + RP$ is simple as $2 + 2 = 4$, says Roger Greene, vice president of advertising for Philip Morris, Inc., shown here at the right of the blackboard, and Thomas Christensen, Marlboro and Philip Morris brands manager. Translated into unalgebraic language, the formula means: Marlboro

"Move-Up" Equals Print Media (Run Of Press plus Magazine plus Certain Trade Publications) plus Radio and Television ("To Tell The Truth" television panel show alternating sponsorship, plus Jack Paar participations plus Dizzy Dean's weekly baseball telecasts of the Game of the Week plus Special Spots on radio and television) plus 11,000 Billboards plus New Cartons plus a Re-engineered Product.

launches a new product, they are almost certain to take more of their own smokers to the new product than they do of other manufacturers. There have been remarkable exceptions to this rule, but by and large it does exist. That being the case, we do try to buy advertising presentations that compete more strongly with the rest of the industry than with ourselves. An examination of network and manufacturer policies shows that the real over-riding factor is adjacency with any directly competitive product.

Philip Morris has shifted in the past from network television to spot television and back again. What was behind those moves? What are the relative merits of the two media?

We believe that there is plenty of room in our overall media planning for both network and spot television, under most circumstances. On the one hand, we recognize the national scope of a network program, and the tremendous qualitative values which we believe can be gotten out of the right blend of program, product, and commercial treatment.

On the other hand, we see great benefits in the economy and flexibility of television spots. The ability with the use of television spots to place additional advertising weight where and when we want it is something that we foresee as requiring a continuing use of this type of television.

Launching a new product in the tobacco business requires the same strategy used in many other businesses. Frequently media selection has been dictated by marketing strategy that was appropriate to product timing.

Will you explain the role of each major medium used by the company in its marketing strategy? What is the reasoning behind using one media mix for say, Philip Morris, another for Marlboro? Aren't the markets similar? How is media money apportioned and why? What are the strategic objectives which determine your media choice?

It is true that markets for our major brands are generally not dissimilar. There are, however, a good many quite subtle differences even there. Probably the prin-

cial reason why our media plans markedly differ when they do, from brand to brand, is because we see a tremendous interdependence between media, copy, and brand personality.

In this area we see that the basic copy strategy for one brand may be particularly suited to, let us say, four-color print reproduction, whereas the copy story for another brand might seem much better adapted to the immediacy and newsworthiness of ROP newspaper usage.

The question of the relative efficiency under all circumstances of one medium as compared with another is still, to say the least of it, a vexed one. We do see a rather basic efficiency and importance in the broadcast medium and particularly in television, which we feel has to be recognized by insuring that a large proportion of our media funds is invested in this area.

This is not to say that we under-rate the importance of any other medium, or that when we are dealing with a specialized brand with a more limited market, such as Benson & Hedges, we would not completely omit the broadcast medium from our plans.

What information about the audiences delivered by the media you use do you consider the most valuable in making a choice?

We are selling a product which, by and large, has universal distribution and which is used by all kinds and classes of people. In a great many cases, therefore, the actual quantitative size of the audience of a particular medium is still the most important thing that we can find out. Depending upon the circumstances of a particular brand or a particular campaign, different qualitative measurements concerning media audiences become important.

At one time or another, all the normal factors working to select a particular social or geographic audience for a particular medium can be important and must be considered by us. In general, however, quantitative measurements are those to which we must pay the most heed. Measurements which media can provide to show their total audience rather than their total circulation or total number of homes are those towards which we look with the greatest attention.

What information don't you get which might make your media selection more efficient?

We have to continue looking for more and more information from media which will help us to get closer towards answering the question of the sales effectiveness of our advertising. We are probably a long way still from getting the kind of information which will tell us how many cigarettes were sold as a result of a particular advertisement in any magazine. Part of the responsibility for developing this kind of information doubtless rests on advertisers, rather than media. The closer media can come toward providing this kind of information, however, the more attention they will receive from advertisers. ■

Account Executives and Media Salesmen

WHAT do account executives want from space salesmen? An account executive who knows, Richard V. Morrison, executive vice president of O. S. Tyson and Company, Inc., gave some answers to this question to the New York TF Club when he told them, "Getting close to the account executive is a simple case of making yourself valuable to him. The way to do this is to think in terms of his client. Know his client, the people, their business, their products, and how they sell.

"Help him with market information, industry trends, sales trends. Keep him informed of changes in these trends. Supply him with clipped advertisements of his competitors, and clipped articles of pertinent information. Come up with ideas for merchandising. Take an interest in his clients' advertisements and be critical of them—to him—not to the client."

Mr. Morrison then listed these seven Do's as a guide to handling account executives:

1. Keep him informed of your visits with the client.
2. Come 'home' with rumors, complaints, etc.
3. Respect your contacts with the client. Don't abuse them.
4. Try to make an appointment. Don't just drop in.
5. Be sincere in your interest but beware of the sincere approach. Wait at least 10 minutes before it's 'Dick, old pal.'
6. Come in with ideas and information. Don't drop in to discuss the weather.
7. Remember that socializing is part of his job, too. Pass on good jokes and stories. Tell him places to go (nice, of course) and introduce him to head waiters."

The Do's were followed up by five Don't's for space salesmen working with account executives.

"1. Don't 'can' your pitch so that if you are interrupted you have to start all over again. (And it happens).

2. Don't forget a good plug for the account executive and his agency when you visit the client. It usually gets back.

3. Don't get over-enthusiastic after you talk with the client and tell the account executive, 'they want to run some ads.' Frequently, the client may have said, 'I'll think about it,' just to get off the hook.

4. Don't play both ends against the middle. Both ends usually get burned.

5. Above all, don't hound the account executive. He's the most hounded man on earth."

Mr. Morrison told the group that the space salesman is talking to the wrong man when he talks to the account executive mainly about readership studies, circulation analyses, and reasons why the competition is second rate and the book at hand is the only book to use.

"The agency's media department," he said, "determines most of this, and the account man looks to them for comparative analysis of media." ■

How Types of Offers, Products, And Coupons Affect Inquiries

By Dr. Daniel Starch

HOW MANY INQUIRIES?

THE number of inquiries received in response to individual advertisements which invite inquiries varies enormously. The number of responses to individual advertisements may vary all the way from near zero to many thousands. In this study, among the highest number of inquiries received by individual advertisements appearing in magazines of large circulation, there was a two-page, four-color food advertisement which brought 10,700 requests for a recipe booklet per million circulation. Another top record was made by a half-page, four-color food advertisement which brought 8,865 requests for a recipe booklet per million circulation. Another high return was made by a one-page four-color advertisement of a disposable household product offering a novelty device for which 5,550 requests per million circulation were received. Finally, an outstanding sales record was made by a company which offered a product usually sold for upwards of a dollar per unit. This item, to be sure, was offered at a bargain price of under a dollar. A one-page advertisement sold 11,550 units per million circulation.

In the case of advertisements in magazines of limited circulation designed to appeal to a homogeneous group of readers with a common interest, the number of responses in relation to circulation runs higher, in fact much higher when the product is directly related to the common interest of the readers.

The question "How many inquiries?" is really quite meaningless unless we specify what kinds of advertisements solicited inquiries, making what kinds of offers, for what kinds of products, and in what kinds of publications. To make our question more specific, but still include all types of products and offers in general reader interest publications, how many inquiries on the average are received per one-page, black-and-white advertisement per million circulation?



Based on the records submitted to us for the present study, the number is 2,290 per black-and-white page per million circulation. This compares with the 2,250 figure reported in our 1930 study. The indication is that general response to advertisements as measured by inquiries has held up well.

WHAT KINDS OF OFFERS AND PRODUCTS BRING MOST INQUIRIES?

The number of inquiries initiated through any advertisement is influenced strongly by the offer

EDITOR'S NOTE

Dr. Starch concludes in this issue of MEDIA/SCOPE his three-part presentation of his "Analysis of 12 Million Inquiries." This study entailed the examination of 8,200 advertisements and their responses and took Daniel Starch and Staff three years to complete.

**Rate of return of inquiries also discussed
in this 3-years' study of 8,200 advertisements.**

and by the product interest on the part of the readers. If we take a few broad categories of kinds of offers, we find that recipe booklets were at the top in number of inquiries per million circulation. Requests for novelties offered came next, and requests for samples were third. Per page black-and-white per million circulation, the average figures were:

Inquiries classified by type of offer	Range
Recipe booklets	5,910.....Narrow
Novelties	4,350.....Broad
Product samples	1,890.....Broad
Information booklets (other than recipes)	955.....Broad
Sales of product	560.....Broad

Recipe booklets tended to be consistently high, while product sample ranged broadly—apparently dictated by relative breadth of interest in the product offered.

We may also classify inquiries by types of advertisers making the offers. Average inquiries per black-and-white page per million circulation were:

Inquiries classified by type of advertiser	Range
Building and decorating	6,770.....(2)
Household supplies	4,060.....Narrow
Household furnishings	3,400(1).....Broad
Food	2,190.....Broad
Tobacco products	1,940.....(2)
Machinery, metals, and tools	1,930.....Narrow
Toilet goods	990.....(2)
Clothing accessories	950.....Broad
Education and self-improvement	575.....Moderate
Sporting equipment	355.....Moderate
Travel	330.....Narrow
Finance and insurance	205.....Narrow

(1) For one-page, colored advertisements, as there were no one-page, black-and-white advertisements in this category.

(2) Range not determined.

Home and family are the center of consumer buying. It is quite natural that household supplies, recipes, and

home building and decorating should be at the top in number of returns.

HOW FAST DO INQUIRIES COME IN?

In monthly magazines, about half of the total inquiries that any one advertisement brings in are likely to come in during the first month, one-fifth to one-fourth during the second month, and less than ten per cent during the third month. By the end of six months, 95 per cent of all responses have been received.

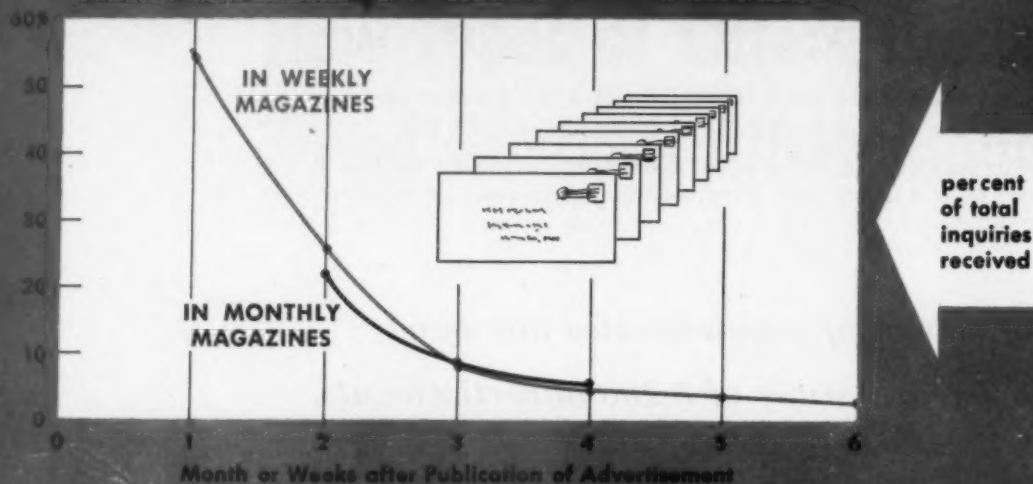
Next, our data show that advertisements in weekly magazines bring in inquiries week by week at about the same rate as they do month by month in monthly magazines. About half of all inquiries come in during the first week, nearly one-fourth during the second week, and so forth. The rate of returns for weekly magazines parallels closely the rate for monthly publications. The implication is that readers consciously or unconsciously adjust their tempo of reading and action to the rhythm of publication.

The returns received in successive months or weeks after the insertion of an advertisement were as follows:

Period Month or Week	Inquiries Monthly Magazines	Inquiries Weekly Magazines
1	54%	54%
2	22	25
3	8	7
4	5	4
5	3	3
6	2	2
Later	6	5
Total	100	100

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RATE of INQUIRIES after publication of advertisement



Interestingly enough, the findings of our present large mass of data coincide closely with the findings reported in our 1930 study. At that time too, we found that half of all inquiries came in during the first period (month or week), one-fifth during the second period, and so forth. Apparently there is some truth in the paradoxical phrase, at least so far as immediacy or delay in human action is concerned, "the more things change, the more they are the same."

Monthly Indications

Rate of returns will give an advertiser some indication within the first month or week how many inquiries altogether his advertisement is likely to produce. If he has received 1,000 inquiries the first month (or week), the total ultimately received will be around 2,000.

All of the above is based on averages for a large number of advertisements. Inspection of the data shows that most individual advertisements follow this pattern, but there are some variations.

HOW DO COUPONS AFFECT RETURNS?

Inquiries are greatly influenced by convenience in making inquiry. A coupon is a prepared answer form. It not only makes answering easy, but also contains a key to indicate the source of inquiries.

Use of coupons increases inquiries threefold. This result is based on those instances in which inquiries were

received from advertisements of the same size, for the same company and product, appearing in different issues of the same publication. In the one case the advertisements had carried coupons, in the other they had not.

The following table shows the results in terms of relative numbers. Responses to advertisements without coupons offering something free are taken as equal to 100. Offering something free but using a coupon brought three times as many inquiries as offering something free without a coupon.

No coupon (free offer).....	100
Coupon (free offer)	301
Coupon (charge offer).....	196

A related factor is whether the offer is free or requires a small payment. Using a coupon but making a nominal charge for the offer reduced returns by one-third, 301 versus 196.

The 1930 study showed essentially the same, though somewhat wider, differences. Taking returns from advertisements without coupons (free offer) as 100, returns from advertisements with coupons (free offer) were 387 and returns from ads with coupons, but charging for the offer, were 217.

SOLICITING OF INQUIRIES, UP OR DOWN?

This question, of course, cannot be answered from the inquiry records submitted to us by the cooperating companies. Hence, we made a special study of a cross section of issues of representative magazines. We tabulated all

half- and full-page advertisements in specified issues of four consumer magazines of large circulation during the past three decades. The magazines chosen were *Ladies' Home Journal*, *Good Housekeeping*, *Saturday Evening Post*, for 1935, 1945, and 1955, *Collier's* for 1935, and *Life* for 1945 and 1955. Issues chosen were for the months of February, May, August, and November, in each of the years indicated. In the case of the weekly magazines, one issue of each magazine in each of the same months was chosen. In the case of *Good Housekeeping*, two-thirds page advertisements were used in place of one-half page advertisements. Issues of *Collier's* were used for 1935 since *Life* did not begin publication until after that date.

From this tabulation it appears that the practice of soliciting inquiries has continued by users of page and half-page advertisements, but at a lower pace. Only about half as many page and half-page advertisements in 1955 solicited inquiries as in 1935. The following table shows the total number of advertisements by size and color and the proportion in each category inviting inquiries with or without coupons. There appeared to be no significant difference in trends between individual magazines. Hence, the data for all issues are combined. The number of issues tabulated for each year was 16, eight weeklies and eight monthlies, a total of 48 issues.

1p Bw and Color	1935		1945		1955	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Inquiries by coupon	82	17%	19	3%	46	7%
Inquiries, no coupon	52	11	40	6	30	4
No inquiries solicited	351	72	617	91	625	89
Total	485	100	676	100	701	100
Ads per issue	30		42		44	

1/2p BW and Color	1935		1945		1955	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Inquiries by coupon	90	25	50	6	53	11
Inquiries, no coupon	51	14	63	8	49	10
No inquiry solicited	223	61	663	86	369	79
Total	364	100	776	100	471	100
Ads per issue	23		48		29	

The total number of one-page advertisements increased from 30 per issue in 1935 to 44 per issue in 1955. Half-page advertisements increased from 23 per issue in 1935 to 29 per issue in 1955. However, the proportion of advertisements soliciting inquiries with or without coupons decreased from 28% in 1935 for one-page advertisements to 11% in 1955. For one-half page advertisements the proportion decreased from 39% in 1935 to 21% in 1955.

A related question is the use of color in advertisements. The same data retabulated by size and color of advertisements show the following:

	1935		1945		1955	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
1p BW	248	51%	222	33%	211	30%
1p C	237	49	454	67	490	70
Total	485	100	676	100	701	100
1/2p BW	335	92	368	47	224	48
1/2p C	29	8	408	53	247	52
Total	364	100	776	100	471	100

The use of color has greatly increased. A check of eight issues, four of each of two general circulation magazines, in the middle 1920's, showed that about 45% of one-page advertisements used color. In 1935 half of all one-page advertisements used color. In 1955, 70% used color. Among half-page advertisements there were actually none in color in the 1920's or in 1935. The few reported in the table as using color appeared in issues after 1935. These issues were used to complete the tabulation for the 1935 column. But in 1955, half of all half-page advertisements used color.

SUMMARY

Inquiries are specific voluntary actions taken by readers of advertisements. As such, they have an unquestioned objective validity for measuring this aspect of advertising values. This present study, much larger than the first one reported three decades ago, is a striking confirmation of most of the findings of the earlier report and in addition has uncovered important new findings:

1. Inquiries per million circulation have remained over the thirty year period at about the same level. Now as before, about 2,250 inquiries are received on the average per page black-and-white advertisement per million circulation. The inquiry responsiveness of magazine readers appears unchanged by advent of television as a major consumer of people's uncommitted time.
2. As shown in the former study, about half of all inquiries produced by an advertisement in a monthly magazine come in during the first month and in a weekly magazine in the first week.
3. Recipe booklets and building and decorating booklets top the list in number of requests per million circulation.
4. The average advertisement with a coupon brings three times as many inquiries as the average advertisement without a coupon.
5. A free offer brings 50% more inquiries than a moderate charge offer.
6. Large space advertisements bring more inquiries than small advertisements, but not in direct proportion to their larger size. A one-page advertisement will not bring twice as many inquiries as a half-page advertisement, but it will bring about two-thirds as many more inquiries as a half-page advertisement.
7. Four-color advertisements bring about 50 per cent more inquiries than black-and-white advertisements.
8. Thickness or number of pages in a magazine affects the number of returns only moderate-

(Continued on next page)

ly within the customary number of pages of magazine issues. For issues between 100 and 200 pages, the difference in returns does not exceed eight per cent. For thinner and thicker issues, the differences are larger.

9. **Season of the year makes a difference of about 20 per cent above or below the average for the year.**
10. **Relatively fewer advertisements in 1955 solicited inquiries than in 1935.** In 1935, 33 out of 100 one-page and half-page advertisements requested inquiries, whereas in 1955, 16 out of 100 asked for inquiries.
11. **Among advertisements asking for inquiries, six out of ten use coupons.** This proportion has remained approximately the same over the years.
12. **Right- and left-hand page positions show no difference in number of inquiries brought.** The 1930 study reported a slight advantage for right-hand pages.
13. **Differences in inquiries from advertisements in various positions throughout an issue from front to back, exclusive of covers, have been largely levelled out.** The 1930 study showed wide differences. By means of editorial make-up, magazines have endeavored to distribute reader interest throughout an issue. In this they have largely succeeded. Maximum differences for issues of usual size of 100 to 200 pages do not exceed 10 per cent.
14. **There is no difference between general circulation monthly and weekly magazines in the number of inquiries produced for identical offers.**
15. **Inquiries brought by the same advertisement in different magazines or in different issues of the same magazine may differ considerably.** Persons using inquiries as a method of measuring or testing differences in copy can safely draw conclusions only when data from several insertions of the same advertisements are available. Considerable differences may occur for individual insertions due to factors other than the copy.
16. **As between general circulation magazines, the number of inquiries approximately parallels the number of primary readers of the magazines, with a moderate increment in returns from those magazines having a larger number of secondary readers per million circulation.**
17. **Inquiries from successive monthly insertions of the same advertisement or similar advertisements in a campaign but making the same offer, decline for the first four or five insertions. Thereafter, they level off at around 60**

per cent of the initial number and continue at that rate until a new offer is made. Readership scores for the same advertisements as a rule, however, do not decline. The inference is that readers continue to note and read the advertisements as they appear, but once having sent an inquiry, they naturally do not send again for the same offer.

18. **Inquiries from the same advertisement in different magazines vary considerably.** The same advertisement may bring on occasion two times as many inquiries from one magazine as from another. Then, on other occasions, these differences may be reversed for the same magazines. Readership scores for the same advertisements in different magazines vary less, actually only about two-thirds as much as inquiry returns.
19. **Since the 1930 report, readership measurements have come into nearly universal use. These provide an opportunity for comparisons on several points.** Inquiries are objective records of actions taken by readers of advertisements. Readership studies involve some subjective memory factors in identifying or recognizing what a reader did on a recent previous occasion. Where readership and inquiry studies relate to the same problems, the findings of the two are in close accord.

As to color in advertisements, both show approximately a 50 per cent advantage for color over black-and-white.

As to size of advertisements, both show a margin of about 67 per cent for one-page over half-page advertisements.

As to right- and left-hand page positions, neither readership nor inquiry records shows any significant advantage in favor of the one over the other.

As to positions throughout a magazine, neither shows more than moderate differences between front or back and middle-of-issue positions.

As to thickness of issue, neither indicates more than moderate differences within the usual range of 100 to 200 page issues.

As to readership in relation to inquiries, over-all data indicate broad parallel correlation. Above average readership advertisements are likely to produce above average numbers of inquiries and vice versa.

As to reading the coupon part of advertisements, over-all data indicate a close relationship between inquiry returns and coupon reading. ■

All three of these articles by Dr. Starch will be reprinted in a single booklet. Those wishing copies are invited to write The Editor.



SCHENLEY'S

Pamentel

An Advertisers' Media Man

ANYONE who has had anything to do with whiskey advertising in the last two decades either knows personally or knows of Frank Howard Pamentel, media manager of Schenley Industries, Inc. Pleasant, gray, and fiftyish, Mr. Pamentel has been, since 1941, involved in practically every media contract which comes out of the multi-million dollar Schenley advertising appropriations.

Heading a department of six persons in New York's Empire State Building, Frank Pamentel controls purchases for all Schenley activities in newspapers, magazines, business publications, and outdoor.

Though Schenley has a top-flight stable of agencies serving it (including Norman, Craig & Kummel; McCann-Erickson, BBDO; Doner-Peck; Kleppner), Schenley still keeps a tight rein on all media recommendations, contracts, and positions. In this regard, Frank Pamentel is unique. Not many advertisers have a department so large as Schenley's, nor one headed by such an experienced media executive.

Whether agency or client buys Schenley space, all contracts are processed through Mr. Pamentel's office. Besides costs, his department seriously concerns itself with position. It searches constantly for premium locations for such brands as I. W. Harper, Golden Wedding, Old Charter, Schenley Reserve, Dewars, and Dubonnet.

"We also work with our agencies in checking advertisements and stories placed in the same locations with our advertisements, and more particularly, with the advertisements placed next to ours," adds Mr. Pamentel. "You can imagine the psychological effect on a consumer when he sees our whiskey message next to one for a bug killer or on the same page with some authority's comments on the 'legal age for the consumption of spirits.'"

The agencies' media men, incidentally, are never critical when space salesmen report that they have been to see Frank Pamentel or his very able associate, Isabelle Keith Simon. Mr. Pamentel's department and the agency media departments always work as a team in Schenley's interest.

Born in Union City, N. J., March 5, 1907, Frank Howard Pamentel was christened Frank Howard after the stage name of an uncle who sang in Gilbert & Sullivan operettas. After high school, he attended New York University for two years, majoring in advertising. Popular then as now, Mr. Pamentel became a member of Delta Sigma Pi with Ken Strong, Lenny Grant, and other football greats who were putting N.Y.U. up among the nation's top elevens.

The first job Mr. Pamentel had was with New York's Chemical Bank. When banking lost its appeal a year later, he joined Calkins & Holden. The 1929 crash found him out of a

job, and he spent a year helping Ben Duffy's brother, John, set up a photo studio.

In 1933, Mr. Pamentel went to Paris & Peart as an assistant to Media Buyer Gene Cogan. He stayed there until 1941, when he went with Schenley.

For several years, Mr. Pamentel has been his company's representative in the Association of National Advertisers, where he has been active on the magazine committee. He also headed the sub-committee which brought up to date ANA's "Magazine Circulation and Rate Trends" report.

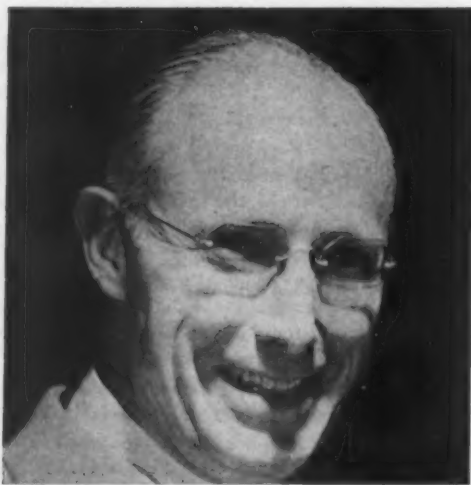
He married Kathryn Walsh on June 29, 1934, and today resides in suburban Eastchester (N. Y.). The Pamentels are active members of the Leewood Golf Club. He has served on the board of governors and has been treasurer of the club. At golf, Mr. Pamentel is what may be called a "hacker," with a nine handicap. In bowling, he is not too good either. His average is around 145.

However, Mr. Pamentel never complains about his golf or his bowling scores. In fact, as anyone who knows him will tell you, Frank Howard Pamentel takes the world as it is. Appointments and callers are not unwelcome. In fact, as he puts it, "I sincerely like media work. It has given me an opportunity to meet so many fine people over the years."

JOHN MCCARTHY ■

What Nielsen Offers Buyers of Broadcast

*Here is a quick view of what has been called
"a bewildering complexity of services."*



A. C. NIELSEN, SR., board chairman.

TEN YEARS is a short period in the development of an industry. Yet television in 10 short years has created both an industry and a new way of life.

The first tentative television census of the late Forties revealed a few thousand sets in metropolitan centers, today there are 44 million television homes. The two or three hours of television fare have exploded into a weekly schedule large enough to program a movie theater for 36 months.

The country's 48 million home television sets are turned on an average of 40 hours each week; 44 million families spend more time with television than at work or at meals. In 10 years, television has become big business and a large part of our home living pattern.

The growth of television has drawn from complex roots. An expanding economy provided capital for investment and development, and mass production techniques has made sets easy to own. But a strong tonic is research. Never before has the performance of an advertising medium been so well documented from the very beginning, and never before has a major medium captured the imagination and money of advertisers so quickly.

In 1950, at the threshold of commercial television, a major research yardstick was established by the A. C. Nielsen Company. Drawing from experience in the measurement of radio, Nielsen introduced its television index. It was seven years before the new service earned a modest yearly profit. The large and long-term investment in television measurement was directed by two Nielsen fundamentals; (1) Only minute-by-minute metered measurement offered the accuracy and range of basic data needed and, (2) Only a fully projectable national sample could encompass the growth potential of the medium.

Intervening years have seen changes in set ownership, programing, and sponsorship. The Nielsen reports have reflected many of these changes.

A. C. Nielsen operates four syndicated services under its Broadcast Division. The Nielsen Television Index (NTI) and Nielsen Radio Index (NRI) report on national network sponsored programs. The Nielsen Station Index (NSI) is a local report currently operating in 60 television and 34 radio markets (with plans for expansion to a full 100 television markets by this fall). The Nielsen Coverage Service (NCS) is a county-by-county report on station circulation, last completed in 1958 for television and in 1956 for radio. The four Nielsen Broadcast



NIELSEN EXECUTIVES: Henry Rahmel (center), executive vice president and manager of Broadcast Division; Chatfield Shaw (l.), vice president, national services; John Churchill (r.), vice president, local services.

services combine to produce a complete picture of the total complex of U. S. broadcasting.

The Nielsen Television Index

Most widely known of the Nielsen products is the NTI pocket-piece. This bi-weekly report on sponsored network television programming is issued 24 times a year. It is a fast report on program audiences and television usage trends. The bi-monthly Nielsen Complete Report summarizes pocket-piece data and reports in detail on the characteristics of each program audience. The majority of Nielsen subscribers buy the Complete service, comprised of (1) The ratings Pocket-Piece, (2) The Complete Report, (3) Special Client Presentations, (4) Access to all special analysis data.

A dominant trend in television today is the spreading of television advertising budgets among several programs, time-periods, and networks. Complete minute-by-minute sample home data allow Nielsen to combine and cross-analyze the most fragmented broadcast effort.

The Nielsen Radio Index

NRI reports on sponsored network radio. The gradual change in radio from program to segment sponsorship

resulted in the introduction of the Sponsor Cumulative Index into the NRI pocket-piece. This monthly report, distributed as the center section of the bi-weekly pocket-piece, analyzes the daily, weekly, and monthly per-broadcast and cumulative audience to the advertiser's entire campaign on an individual radio network. The sponsor's total effort rather than the individual program is the reporting base. Here again, Nielsen has put the various advertising pieces together for a comprehensive analysis of broadcasting efficiency. Client presentations, special analysis data, and audience composition are also available to "Complete NRI" subscribers.

The Nielsen Station Index

Nielsen's local service, NSI, will soon be reporting in 100 television markets. Report frequency ranges from two to 12 times a year, depending upon the size of the market. The television reports contain per-broadcast and cumulative time-period ratings for both the station's central city and total circulation area, and audience composition data.

In the 34 NSI radio markets, per-broadcast ratings and cumulative audience data are reported both for the central city and the station's total circulation area. Station

cumulative audiences during a three-hour block are reported for a daily, weekly, and monthly period. These cumulative block ratings have immediate application in spot buying, where the total effective reach and frequency are more important than the audience to the individual announcement. In local market research, special analysis data is available and is similar in range to that produced by the National Service.

Nielsen Coverage Service

Complete county-by-county detail on the effective circulation of all U. S. stations and composite detail on network lineups are available through NCS. Primarily a tool for time-buying and selling, NCS is also important for television dollar allocation by advertiser sales area. A special tabulation can divide all station audiences into advertiser sales areas, so that proper proportions of the national broadcast budget can be charged and analyzed against regional and local product sales.

Here is an alphabetical summary of less well-known Nielsen data used by clients and the services producing the information.

Audience Composition (NTI, NRI, Complete Service; NSI Pocket-Piece). Per cent men, women, teens, and

children in audience by all sponsored network programs, (national) and time periods (local).

Audience by Market Divisions (NTI, NRI, Complete Service). Program audiences analyzed by the types of homes tuned—(1) size of family; (2) age of head of house; (3) geographic location; (4) county size; (5) age of eldest child; (6) education level; (7) occupation.

Audience Duplication (NTI, NRI, Complete Service; NSI, Special Analysis). Reports the combined reach of several programs (radio, television, national or local, or combination) in terms of total different homes reached, homes duplicated, and number of episodes heard or seen by the average home.

Audience Flow (NTI, NRI, Complete Service; NSI; Special Analysis). Traces the gains or losses in audience during a program or from program to program, analyzing the effect of the program environment and competition.

Brand Ratings (NTI, NRI, Complete Service). Picks out and reports on the audience to specific product commercials. This is important, since a single sponsor often advertises several products on a program.

Competitive Environment (NTI, Complete Service). Preceding, following and competing programs have pro-



FULLY ELECTRONIC checking and processing required years of development. Nielsen's IBM programing is more complex than that of any other commercial user.

found effect upon audience size. Competitive environment of network programs are examined through multi-network area reports based upon 24 cities of equal network opportunity and facilities.

Cumulative Audience (NTI, Complete Service; NRI, NSI, Pocket-Piece). Number of different homes reached by a program, spot campaign or combination, across time and the average number of broadcasts (or commercial messages) received per home.

Cost per Thousand (NTI, Complete Service). Program time and talent cost from "best industry sources" combined with Nielsen audience data to produce cost-per-thousand home or viewer figures for all sponsored network programs.

Frequency Distribution (NTI, NRI, Complete Service; NSI Special Analysis). Report on the distribution of commercial messages among the audience reached. Done by dividing the audience into parts by the number of commercial messages heard. Study shows how many homes are actually reached with sufficient frequency, how many homes are in the marginal audience.

Holding Power (NTI Complete Service). Investigates the ability of a show to retain its original audience during the complete program. Usually the audience to the fifth minute is taken and their tuning followed through the remainder of the program.

Network and Spot Combinations (NTI, NRI, Complete Service; NSI). The combined reach of network and spot (radio and television and both), extent of duplication, and frequency distribution of commercial impressions can be determined.

Spot Analysis (NTI, NRI, Complete; NSI) (Special Analysis). The audience reached-by spot campaigns can



METERED MEASUREMENT is the heart of the Nielsen technique. Audimeters provide a minute-by-minute film record of all set tuning in sample homes, allowing detailed analysis of viewing patterns.

Media/scope, March, 1959



"A BEWILDERING COMPLEXITY OF REPORTS" is produced by the four Nielsen broadcast services. Forty-million IBM cards are punched each year in the production of regular Nielsen reports.

be measured by Nielsen's minute-by-minute records, on a local, regional, or national scale. Audience to the exact minute of the announcement is used.

As a research company serving all of broadcasting, Nielsen is sensitive to the industry's changing needs. Instantaneous TV measurement in New York and a fast network report are among the new tools in final stages of development to provide a more rapid report on television's audiences. ■

NEWSPAPER COLOR COMMITTEE

A Color Guidance Committee has been formed by Cranston Williams, representing the ANPA, M. J. Butler, representing the NAEA; Charles Lipscomb, representing the Bureau of Advertising; and Charles Buddle, representing the AANR. Purpose of the Color Guidance Committee is to serve as a focal point for problems relating to newspaper color.

WESTERN EDITION

Better Homes and Gardens magazine will publish a western edition covering 11 Pacific and Mountain states, Alaska and Hawaii, effective with the May issue of the magazine, Karyl Van, vice president and director of advertising, announced recently. Advertising rates will be based on a circulation of 800,000 six-months average net paid as follows: black-and-white page, \$4,350.

What Should a Media Director Know



By Hal Davis

ANY GENT who runs a media department practices public relations all day long. During the year, his department makes thousands of contacts with the most knowing and vocal of all observers: space salesmen. What these boys don't know about good and bad public relations wouldn't fill much space in a public relations journal. They see much, observe more, and tell all.

Woe betide the media director who doesn't have clearly defined public relations rules which his department

must follow in their contacts with their suppliers. And, because of the interlocking nature of this business, the alert media director often has to teach public relations to account men who have to plead a crisis just before many a scheduled media meeting. This requires a proper conception of role, and a real leadership approach.

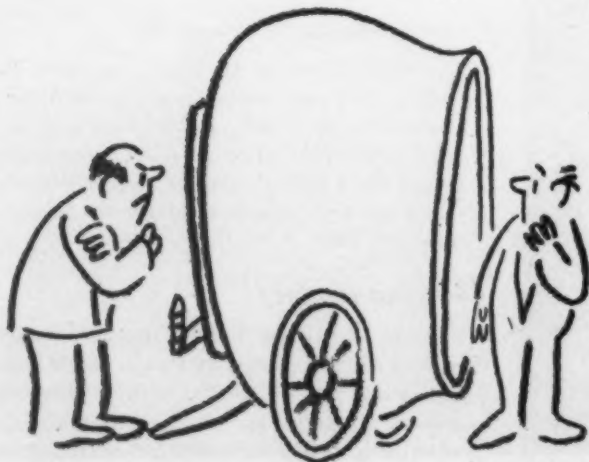
Most media directors these days understand there's more than a slide-rule when it comes to people and their habits. And they have a rather good sense of when a publication is on the

up- or down-grade, and what to do about preparing an account group and a client for the death of a sacred cow.

But there are many areas for media directors to watch so far as public relations is concerned:

1. Relations with Media

This is the traditional area in which a highly skilled media department makes many friends and sometimes comes up with new-business leads. In this operation, the director must be concerned about the way media are bought or not bought. Not infrequently, a medium which has not been purchased for a particular campaign is called to a meeting and told exactly why somebody else was chosen. And when media presentations are scheduled, the alert media director ensures a good house, even if he has to pack it



A talent for public relations will serve a media director well in urging an unpleasant, but sound course of action upon a reluctant account man

Hal Davis is vice president and assistant to the president of Grey Advertising Agency, Inc. His area of responsibility as vice president is radio and television. He is also a member of the agency's marketing, business development, and program boards. His responsibilities also include account supervision. He joined Grey in January 1957; previously, since 1945, he had been vice president and board member of Kenyon & Eckhardt.

Do You Know About Public Relations?



The media director faces the problem of making his own men more articulate

There are five areas where such knowledge is important

at the last moment with startled account executives.

Does the media head take all the important decisions to his own breast? Are his people men or mice? The outside world knows. Are the account men making the decisions? Media loses face. All the elements which go into the daily fencing of media buyer and media seller are vital to the public relations job the media department must perform.

And the media director is invaluable as a listening post for his organ-

ization. He sifts the dozens of informational nuggets dropped by visiting salesmen. Sometimes a pattern of buying emerges which is of real interest to the agency; sometimes news of a personnel shift which means a good piece of manpower for agency or some client; sometimes, news of account changes.

Which of these nuggets is real and which dross? The media director who has an acute editorial public relations judgment seems to know. And what does his agency look like to the out-

side? He's in a good position to report on that, too.

The most important function of a media department, outside of buying space, is the public relations gospel which rebounds to the credit of the agency and its clients. For in its relations with media, the department can't forget the protection of its clients. And this job must be done with tact, with grace, with good humor; in short, with good public relations.

2. Relations Inside the Agency

Today, the media department has to consider many relationships inside the agency during its daily operations. How to deal firmly with an account man who has a pet of his own; how to urge an unpleasant, but sound, course of action upon another reluctant account man; how to justify sticking to the slide-rules; how to justify not sticking to the slide-rules; how to communicate to colleagues—all of these and more are the public relations problems of today's media director and his group. Today, a media man is called upon not only to be grounded in his own specialty, but also to be an advertising professional qualified to comment on advertising campaigns, program choices, promotion schemes, publicity maneuverings, and marketing ramifications. The media director, in order



The alert media director ensures a full house for media presentations, even if he has to draft startled account executives at the last moment

to run an efficient department, faces the problem of making his people articulate. This is a relatively new role for some of these specialists, and one which many find definitely to their liking.

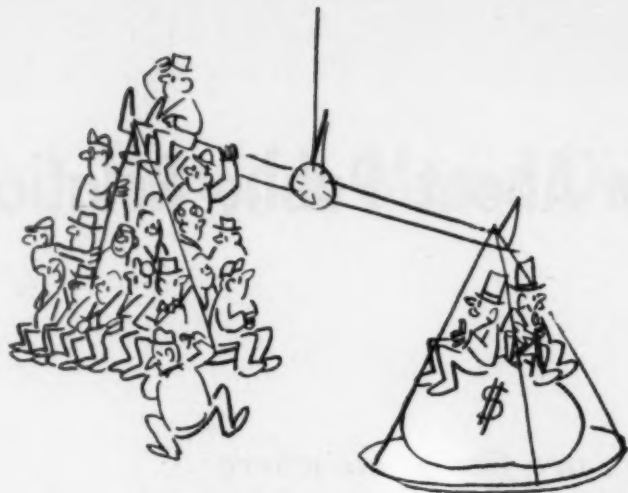
The media director who doesn't watch his relations with the agency top brass probably doesn't live; yet there are some, I suspect, who don't realize the help they can give to agency top management. Is the department recognized as a leading force in his competitive field? Does he spice his operation with enough news value for the agency public relations department to utilize in the trade press? Does he make enough speeches in the right places and to the right people? Appear on enough panels? Deliver the kind of creative pioneering service so prized in a new-business presentation? All of these are part of his public relations problems. And they come after doing a sound professional job.

3. Slapping Down Public Relations

It sometimes happens that the most economical buy is not the best buy for a particular client at a particular place in history. It sometimes happens that the pseudo-science of numbers must give way to considerations which may be more valid in the long run but harder to measure. Does the media director recognize these situations? Larry Deckinger cites a pertinent example.

Says Larry, "If it's important for Benrus to impress dealers that it has a great new policy, that it is advertising in force, and that the dealers who tie up with Benrus are tying up with a company that is truly important, then it's more important for Benrus to be associated with Jack Benny and the Emmy Awards this spring—at a higher cost per thousand different people than it would pay to get on some low-cost program—than it is to have frequency, low cost per thousand, and a lot of reach."

Media directors, by-and-large, are fitting their actions into the brave new world of corporate imagery, brand differentiation, and idea presentation, which is upon us. They are conscious of the many real problems posed by manufacturers who have a story to tell to people—not necessarily



Media directors are conscious of the problems posed by the need to tell a PR story to people; and not only to all the people at the cheapest rates

to all the people all the time at the cheapest rates. And they are applying good public relations judgment to these problems.

4. The Creative Public Relations Dilemma

Bridging the suspicious gap between creative and media is one of the biggest challenges of the media director today. And this is one that's being solved every day in many agencies. Who doesn't remember the battles between the cramped creative talents who were locked to the slide-rule media buy, and the media department contempt for the artist and writer who could only operate with double trucks, four-color bleed? Media directors are leading media thought, together with their colleagues at publications, into new creative media usages, which enable traditional creative departments to exercise their considerable talents in new directions. And the marriage is getting more blessed all the time. This is an area which may not be perfect, but is certainly vastly improved over the old days.

5. Media Merchandising

The smart media director listens not to the siren song, but gives the assignment to people in the agency who know how to tailor what the publications can afford to give to the needs of a specific client. The waste in this

field of operations is tremendous. Baskets are heaped to the ceiling with ill-timed mailings calculated to do nothing but fill a promise made in a moment of passion by a poor space salesman who hopes his promotion people at the office won't hang and quarter him for selling them down the river. So, media directors who watch their public relations see to it that media merchandising is analyzed and operated elsewhere in the agency.

I'm biased toward media directors. Maybe that's because the two I've known most intimately are so hepped on all the points enumerated and many more. Joe Braun has meant much (and continues to mean much) to Kenyon & Eckhardt in 25 years, and Larry Deckinger means much to my agency, Grey, and gets more powerful every moment.

These gentlemen, and many of their colleagues, understand that no media director is an island, and that his public relations extends deeply into the mainstream of agency welfare. That is a good thing for agencies, media, and clients.

Today, media stands firm as one of the bright public relations successes unsullied by the barrage thrown by critics of the advertising business.

Media directors understand that public relations is everybody's business!

P.S. Just to clear my own public relations, there are many wonderful Women in media departments!

Things are good in FLINT...

Here are the facts, as taken from SRDS Consumers' Market Data for the year ending July 1, 1958:

Average spendable income . . \$6,642	Home furnishings \$36,626,000
Food \$124,278,000	Apparel \$30,061,000
Drugs \$21,278,000	Automotive \$117,230,000
General merchandise . . \$42,007,000	Filling stations \$44,547,000

Total Retail Sales \$505,402,000

. . . and things look even better for '59!

COMPLETE COVERAGE OF ONE OF AMERICA'S FASTEST GROWING MARKETS

Flint's only daily newspaper

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Koch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972

A Booth Michigan Newspaper



No Simple Solution To Comparison Of Media

THERE IS a great deal of concern in advertising circles about the productivity and comparability of various media. Perhaps this concern has been dictated by economic and budgetary conditions. Larger expenditures are being made for advertising; the costs of advertising in specific media are substantial, and the advertiser cannot afford to play it safe by an indiscriminate use of all media.

Another reason for this interest may lie in a general feeling that advertising research is on the verge of solutions. Techniques of measurement in advertising have been developed. The industry is confronted with all types of statistics for individual media, resulting in a temptation to use these numbers to make comparisons among media.

It is a peculiar and unfortunate fact that this development of measurement has in a way interfered with progress towards finding a means to measure advertising effectiveness. The numbers have become an end in themselves or at least have a theory of the mechanism of advertising. It is foolish to compare two different media on the basis of just costs per thousand, without knowing the effects or consumer impact which can be produced in each of the two media concerned. By comparing the two on the basis

of cost per thousand, a tacit assumption is made that the two media are equal in all other respects, and this may not be true.

The advertising business has been subject to criticism by persons in other fields, notably the physical sciences, for its lack of a scientific approach. In making these attacks the critics lose sight of the fact that advertising is a relatively new development. Physics and chemistry, on the other hand, are old, and workers in these fields far outnumber those in advertising. However, advertising, like any other endeavor in the physical and social sciences, can be subjected to inquiry using the scientific method. But advertising is in its infancy, and one must be patient until its own general predictive laws are postulated and validated.

In the application of the scientific method, one passes through a number of stages. The **statement of the problem** in terms of advertising has already been made. The next step is an **observation stage**. After this come the **formulation of hypotheses**, the **testing of these hypotheses**, and finally the **analytical stage**. In terms of advertising research, we are at the beginning of the stage of hypothesis formulation.

In connection with the audit operations our company conducts, the sales successes and failures of various products are known to the two authors of this discussion. Hence, they are in a position to observe the mechanism of advertising. It has been possible for them to observe consumer reactions to various advertising programs as the result of consumer surveys done by the company.

With this background, we should like to present a theoretical model for the mechanism of advertising. As in the case of the development of any model, many of the param-

Solomon Dutka, 34, is president of Audits & Surveys, Inc., one of the nation's leading marketing research organizations with a headquarters staff of 70. Lester R. Frankel, executive vice president, joined the organization in 1958, after having been for six years vice president and technical director of Alfred Politz Research, Inc. In November 1958, Mr. Frankel contributed to MEDIA/SCOPE a very well read article entitled, "Where Does Effective Exposure End and Irritation Begin?" It was a discussion of the use of mathematical models in advertising, with particular reference to optimum effective exposures of a television commercial.



By Solomon Dutka and Lester R. Frankel

eters are not yet known precisely. However, the authors are currently engaged in experimental work to produce for some products and in at least one medium actual verification of the models.

Advertising can be considered essentially as a means of communication designed to convince a prospect that he

various types of transmitters available. These correspond to the various media wherein the advertisement may be placed. The media then transmit the message by way of print, radio waves, or sight to the recipient.

At the other end, we have the recipients of the message. These recipients are called the individual audience. The

A model for the comparison of advertising media is presented by two top researchers, with discussions as to its applications.

should purchase the advertiser's product. There are three elements in this mechanism. They are:

1. The Communication Process.
2. The Process of Influence.
3. The Actual Purchase of a Product.

We shall examine each of these parts separately.

1. The Communication Process

The communication process of advertising can be represented in Figure 1. The diagram is simply an adaptation of a typical schematic diagram used in communication theory. The advertiser has a message to convey. The contents of this message may have been developed by research on his part or by any of his agencies. The advertiser and his advertising agency put the message into a form which is suitable for transmission (i.e., they codify it). There are

message, itself, when it is received, impinges upon the sensory receptors of the individuals. The sensory receptor affected depends, of course, on the form of the message. At this point it is hoped that the message penetrates into the mind of the individual receiving it. As with the physical process of communication, there are interference patterns which exist between the transmitter and the ultimate destination. These interference patterns in advertising communication come about because of **forgetting** between messages, and because of other types of claims.

An examination of Figure 1 puts into proper perspective a type of comparison which is currently being made between television and magazines. In some current television measurements a mechanical device is used to obtain a measure of the audience of a program;

(Continued on next page)

Schematic Diagram For Advertising Communication

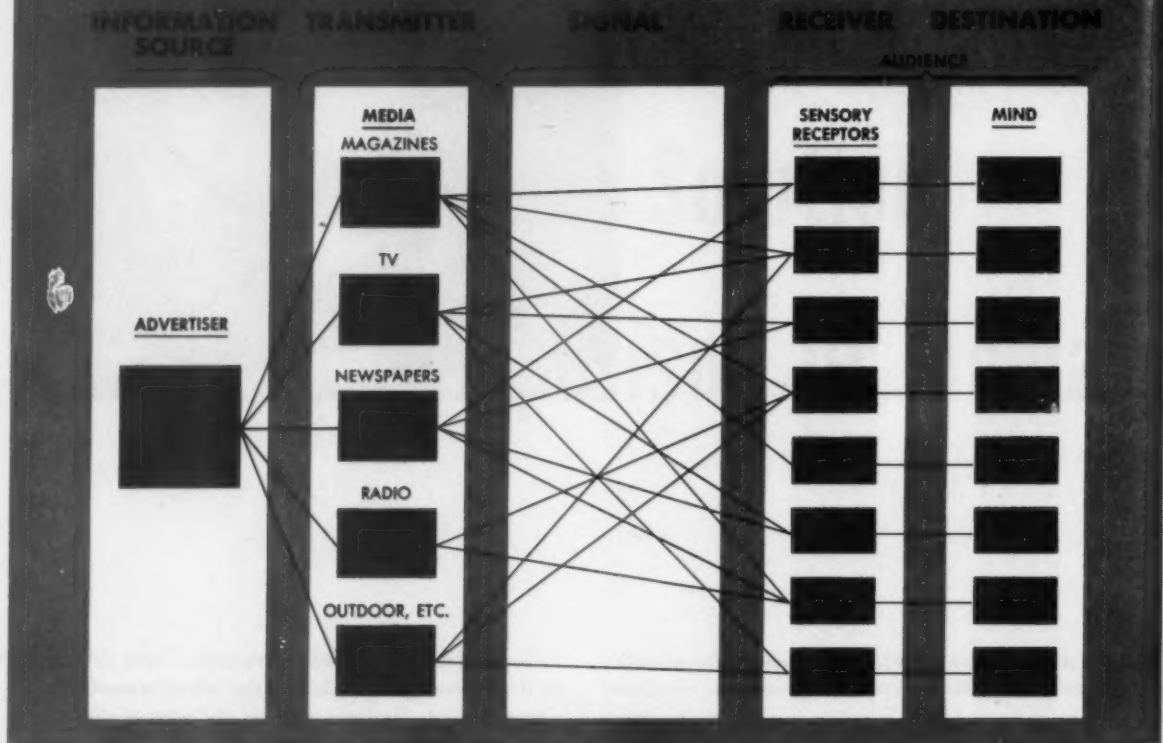


Figure 1

this procedure obtains a measurement of the reception of the program containing the advertiser's message by the set or receiver in the consumer household. It is then assumed that the advertiser's message comes into contact with the sensory receptors of one or more individuals in the household. Magazines, on the other hand, are measured by both recognition and recall methods. In these two methods the message has to come in contact with the sensory receptors of the individual and be retained.

2. The Process of Influence

Advertising is directed towards a person or a group of persons before it can be successful in creating sales. A resultant change must take place in the mind or minds of individuals. Before any analysis of advertising effectiveness can be made, it is necessary to consider not a single advertisement but a group of advertisements. Advertising involves essentially a *learning process*. While in some situations it may be possible to teach an individual with a single advertisement, it is generally agreed that a series is essential. This does not mean that a single advertisement is of no use. It merely means that a single advertisement will create influence which may not be sufficient to provoke action. A second advertisement in a series generally starts on a higher level than the first one. While a single advertisement or even a series will create an influence, this

influence tends to be lost merely through forgetting. A reinforcement of learning is the minimum that can be obtained through the use of additional advertisements.

Figure 2 shows a modification of the typical learning curve as applied to a single individual. The horizontal axis depicts exposures to an advertiser's campaign. The vertical axis shows the degree to which the advertiser's message has penetrated. It should be noted that with each exposure to advertising the advertiser achieves a certain percentage of his goal. However, during the intervals between exposures the phenomenon of forgetting enters, and there is a consequent decline in the percentage of his goal achieved by the advertiser. The degree to which an individual has learned something depends upon the stimulus as well as the type and amount of antecedent exposures.

In the process of learning about an advertiser's product the individual passes several thresholds. The first threshold, which is usually relatively easy to cross, is when the individual becomes aware of the advertiser's brand and its principal function. The next threshold occurs when the individual has achieved as complete a knowledge of the product and its features as the advertiser would like him to have. After having attained a knowledge of the product, the advertiser hopes that by passing the third threshold the individual obtains an extremely favorable attitude toward the product. The final threshold, and
(Continued on page 60)



When it comes to VACATIONS

Boston Herald-Traveler readers

live it

UP!

It's a Fact — a New Study Proves It!

More Bostonians who take vacation trips read the *Herald-Traveler* than any other paper.

A new study of the Greater Boston market by Boston University's Bureau of Business Research reveals *Herald-Traveler* readers have more money

... spend more ... for the good things in life — their homes, appliances, cars, investments, leisure-luxury products, travel.

Ask our rep for the facts and figures on this new study — which proves *Herald-Traveler* readers have a way of Living It UP!



The BOSTON HERALD-TRAVELER

BOSTON'S BASIC BUY

One Contract Delivers the "Big Bulk" in Boston

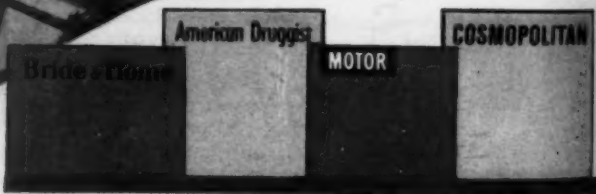
Represented nationally by: **GEORGE A. McDEVITT COMPANY**, 444 Madison Ave., New York, N. Y.

Travel and resort representative: **NAL WINTER COMPANY**, 7136 Abbott Ave., Miami Beach, Florida

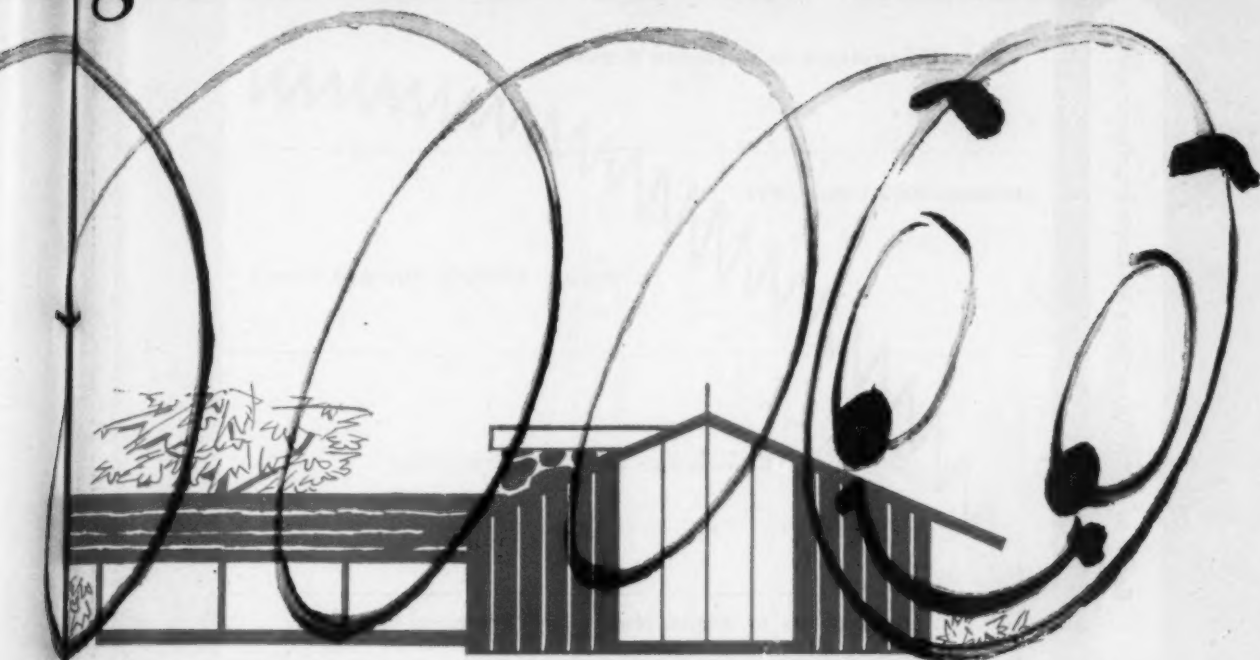
Special interest magazines



"Bu
ma
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is no
ning
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pre-s



es get **ACTION!**



"Build It" they said—and action made a dream come true

"Home" is an *action* word to millions of Americans. It is not only the fulfillment of a dream—but the beginning of a new consumer life.

When *House Beautiful* ran 37½ pages on the Scholz Homes "Mark 58" promotion—the response sparked *action* among more than 30 national manufacturers and 80 builders all across the country.

Action? Over two million people visited Scholz model houses since the opening last June. More than 700 homes were sold to buyers. "Never anything like it in our experience with magazines," writes Donald J. Scholz, President of Scholz Homes, Inc.

Pre-sold prospects: Like all Hearst Special Interest Magazines, *House Beautiful* delivers an audience of pre-sold prospects (700,000)—not just suspects.

There is no waste here. A special interest magazine is tailored to its market. Reader and advertiser share a common interest—speak a common language. And advertising is surrounded with a climate of acceptability that offers a tail wind for sales *at the local level*.

So if you want *action* in terms of sales, look to the medium that is geared for *action*, saleswise. For advertising dollars work hardest where interest is greatest—and readers of Hearst Special Interest Magazines are already sold... only need to be told!

Six Keys to Profits Through Action

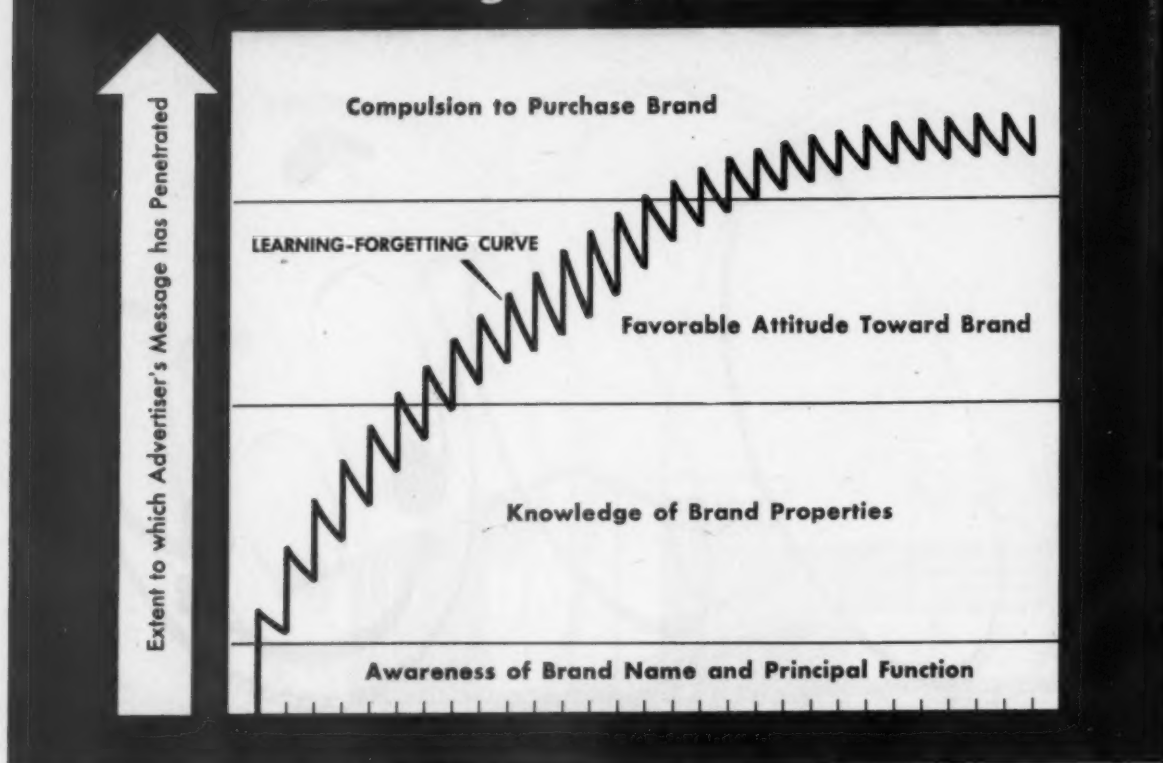
- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!



© 1959 by The Hearst Corporation

Hearst Magazines Get Action!

A Learning And Thresholds Chart¹



1. This curve can be expressed mathematically

$$L_N = k(1 - L_{N-1}e^{-f(N,t,a)}) + L_{N-1}e^{-f(N,t,a)}$$
 where...

... L_N = Per cent of penetration achieved on the Nth exposure
 k = Per cent of penetration with a single exposure
 a = The forgetting factor
 t = Time elapsed since last exposure

Figure 2

(Continued from page 56)

perhaps the one most difficult to attain, is when the individual has developed a very strong compulsion to purchase.

Depending upon the product and its characteristics, one medium may be more efficient than another in helping the advertiser achieve with consumers a particular threshold. For example, it is conceivable that knowledge of brand properties of a high-fidelity set can be more effectively taught through the use of a print medium than by television. If two media have the same types of audience, then a cost-per-thousand comparison from the point of view of attaining awareness may be justified. Detailed studies and experimental work with different products in different media are required in order to determine which media are most effective in attaining certain thresholds.

3. Actual Purchase of a Product

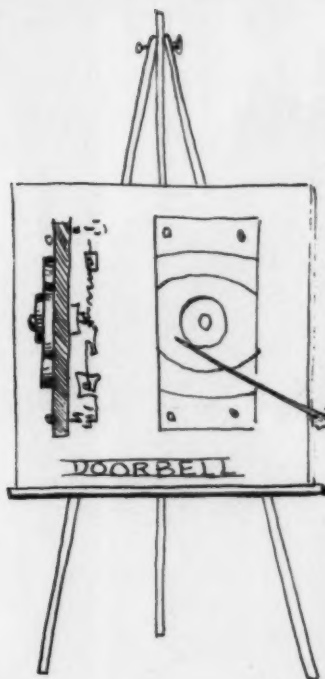
The actual purchase of a product, while depending upon many factors, does not require that the prospect be in complete accordance with the advertisers' goal. Certain products will sell merely if the public is aware of their existence; other products may depend upon a knowledge of their characteristics in order to sell;

still others may be dependent upon a favorable attitude, and others may require the hard sell even after a prospect knows all about the product and is favorably disposed.

With respect to the thresholds achieved in the learning process, each product and brand has its own characteristic profile. Different profile types are shown in Figure 3. If a manufacturer has put on the market a new product which satisfies a latent need of consumers, the mere appearance of this product with a description of its functions is usually sufficient to create sales. In such a situation, it would appear that the most efficient type of advertising is to create awareness of the brand and its function. As awareness increases, the probability of a purchase increases very rapidly. Additional purchasing results when the consumer has a knowledge of the properties of the brand and a favorable attitude, as well as a strong desire to purchase. However, the last three factors are relatively small in relation to the first one. This profile type is depicted in Figure 3.1.

Very often a manufacturer has a product which serves the same general function as competitive brands. How-

(Continued on page 63)



This
is
a
doorbell...
now
what
I
want
to
tell
you
is...



How to ring 6,000,000 doorbells

Ring the nearly 6,000,000 doorbells of First 3's reader families as the vital first step in ringing up new sales records in the 3 top markets of New York, Chicago and Philadelphia—where the pre-selling of millions of heavy-spending customers through advertising combines with the mass sales volume of giant self-service super markets to account for

nearly 1/5 of all U. S. Food and Grocery product sales.

In these concentrated, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, there is no substitute for FIRST 3 MARKETS' dominant 62% coverage of all families.

Further, in 264 Industrial North and East counties—where 27% of total U. S. families consume over 29% of the nation's grocery product purchases—FIRST 3 MARKETS GROUP delivers an audience of 51% of all families.

To make your advertising sell more where more is sold... it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



NOTOGRAVURE • COLOGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4004 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Oldfield 1-7040 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, Dinksh 5-3857



**Seems we can't help
feeling bullish on First Street in Los Angeles**

We've decided it's not just the climate... nor the fact that things have a way of looking brighter here on the sunny side of America.

We've decided it's exactly the way financial advertisers keep telling us it is—that the Los Angeles Times is simply built to order for them.

After all, doesn't the weekday Times have 66% more circulation in upper income groups than the second ranking metropolitan newspaper... a 134% lead in professional and executive households... 60% more

home owners... and 78% more families owning two or more cars? Bull or bear, they tell us this is a pretty impressive audience for any financial advertiser.

Guess that's why Media Records year-end report for 1958 reveals that again the Los Angeles Times leads the nation in total financial advertising.

So can you blame us for feeling bullish down on First Street in Los Angeles?

P.S. That's where The Times has a habit of showing up — on *first*.

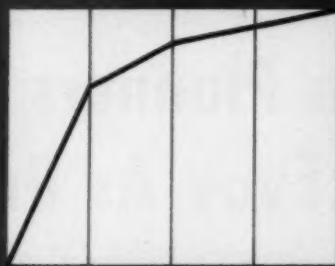
First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta, and San Francisco

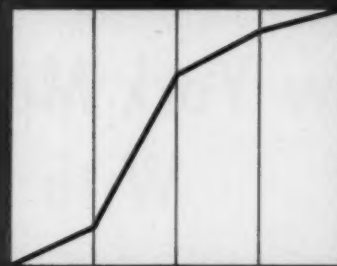
Some Product Profile Types

Fig. 3.1 New Product—latent need
not yet satisfied



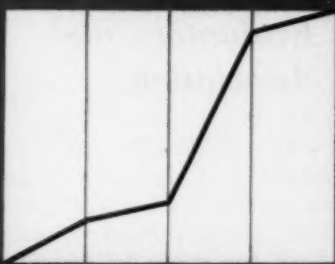
Awareness Knowledge of Properties Favorable Attitude Intention to Purchase

Fig. 3.2 Competitive Brands—Different
design or properties



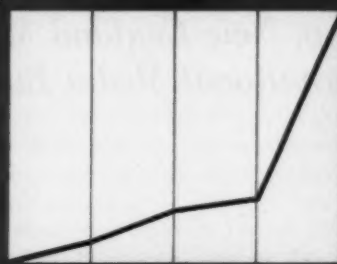
Awareness Knowledge of Properties Favorable Attitude Intention to Purchase

Fig. 3.3 Competitive Brands—same
design or properties



Awareness Knowledge of Properties Favorable Attitude Intention to Purchase

Fig. 3.4 Luxury Product



Awareness Knowledge of Properties Favorable Attitude Intention to Purchase

Figures 3

(Continued from page 60)

ever, the design or properties of his particular product may be different from those of his competitors'. The product profile type for this product is shown in Figure 3.2, and is characteristic of many industrial products, such as for example, electronic computers. In this case, the advertiser would do well to promote the knowledge of his brand's properties in that medium which is most suitable.

Another profile type exists when there are several brands all having the same design or properties and all serving the same function. For example, various brands of gasoline now fall into this category. In this case, the most sensitive variable relating to sales success is the creation of a favorable attitude toward the brand. This is shown in Figure 3.3. It should be pointed out, however, that at the time when the oil companies were promoting the use of additives in their brands, the profile was more sensitive to knowledge of properties than it was to the creation of a favorable attitude.

The fourth type of profile is shown in Figure 3.4. This is a profile for a luxury product. The potential consumer may be aware of its existence, may know all about its properties, may have a very favorable attitude toward the product, and yet not be prone to purchase it because of other circumstances. What is required is the creation of a

strong desire on the part of the consumer to acquire this product in spite of these circumstances. The persuasion type of advertising would be the most efficient here.

It appears, then, that there is no simple solution to the problem of comparing the value and effectiveness of different advertising media. While there have been attempts to compare different media, these have been restricted to those comparisons which regard media merely as transmitters of messages. The physical reception of these messages can generally be determined. However, for the most effective utilization of the advertising process itself one must go far beyond this. The advertising process is a complicated one and the components of the process are different for different products, brands, and under different marketing situations. The advertiser is, of course, interested in creating sales. The communication process . . . advertising . . . is but one vital part of overall marketing strategy used in creating these sales. As such, different media fit at different points into the communication network. These media have different characteristics, and can be made to serve different functions as part of the selling process. It is up to the advertiser to select the particular medium or combination of media which best suit these purposes. ■

New York Media Planners Formed With McEvoy As President

Programs also being pursued by new Chicago group, New England Media Evaluators, and International Media Buyers Association.

FORMATION of the New York Media Planners brings to four the number of U. S. media buyers' associations. Initial meeting of the new group, January 28 at the Harvard Club in New York, saw adoption of by-laws (re-

printed in full below) and the election of Newman F. McEvoy, senior vice president and media director of Cunningham & Walsh, as president of the organization.

Other officers, elected to serve until November 1959, are, as vice president, William E. Matthews, vice president in charge of media relations at Young & Rubicam; William H. Schink, vice president and media director, G. M. Basford Company, as treasurer of the group; and, as secretary, Julius Joseph, Jr., vice president of Heine-man, Kleinfeld, Shaw & Joseph, Inc.

By-laws of the New York Media Planners were formulated by a steering committee composed of Mr. McEvoy; Hubert Sweet, media director of Doremus & Company, and Max Tendrich, executive vice president of Weiss & Geller, Inc. They were adopted unanimously by the 18 men present at the organizational meeting.

Founding Members

Founding members, representing the media departments of top New York agencies included, in addition to elected officers and steering committee members; Daniel Gordon, media director of Donahue & Coe, Inc., Harold Wilt, in charge of business publication buying for J. Walter Thompson Company; Robert Ricglane, media director of Gotham-Vladimir Advertising, Inc., and Jackson L. Parker, media director of James Thomas Chirurg Company, Inc., and, incidentally, new chairman of the New England Media Evaluators' Association.

Also, Warren Ehrhardt, assistant media director, Fuller & Smith & Ross, Inc., Arthur Pardoll, group media director, Foote, Cone & Belding; Frank Bernarducci, media

Officers of New York Media Planners



Newman F. McEvoy, President



Wm. E. Matthews, Vice Pres.



William H. Schink, Treasurer



Julius Joseph, Jr., Secretary



CHICAGO AGENCY MEDIA BUYERS GROUP. From left, Russell A. Gilbertz, W. E. Long Co., facilities chairman; Elaine Kortas, Marsteller, Rickard, Gebhardt and Reed, Inc., secretary;

Harry N. Sager, Kenyon & Eckhardt, Inc., vice president in charge of membership; Harry C. Pick, Reach, McClinton & Pershall, Inc., president; Arthur Decker, Henri, Hurst & McDonald,

Inc., senior vice president; Reginald L. Dellow, Grant Advertising, Inc., program chairman; and Richard L. Rogers, John W. Shaw Advertising, Inc., treasurer.

director of National Export Advertising Service, Inc., and president of the International Media Buyers Association; Thomas J. Ellis, media director of Grant Advertising, Inc.; William B. Hinman, director of media for Lambert & Feasley, Inc.; Eugene J. Cogan, vice president and media director, Marschalk & Pratt Company; David Wasko, Geyer, Morey, Madden & Ballard; and Warren Rebell, vice president and director of media and research, Fletcher Richards, Calkins & Holden, Inc.

The group was formed, said Mr. McEvoy, because "for some time, media directors and buyers in New York agencies have felt the need for better communication among those responsible for the purchase of advertising space and time." The aims of the new organization, he said, "are based primarily on the need to integrate media plans, buying techniques, and market information. Membership is limited to persons concerned with the selection or buying of media in advertising agencies in the New York City area, but it is planned to maintain active communication with media buying groups in New England, Chicago, and in other sections."

Next meeting of the New York Media Planners is scheduled for March 3, at which purposes and plans of the group will be discussed in detail, and at which some current media problems will be analyzed.

Chicago Agency Media Group

The Chicago Agency Media Group is now embarked on a sound development program, after a good beginning dating from last October.

Steady growth has been recorded since the original steering committee (13 members nominated by media directors in the area) met and decided to form a media buyers organization.

Seven sessions were held by the steering committee before the first official meeting was held on January 14.

Some 35 media executives attended that meeting and heard Arthur Decker, senior vice president of Henri, Hurst & McDonald, Inc., Chicago, present a well-received and challenging talk. He asked for greater and more qualitative knowledge of media on the part of media buyers (MEDIA/SCOPE page 9, January 1959).

Last month, on February 11, a 9-man panel tackled the "National vs. Local Rate Scramble." Reginald Dellow, vice president and director of media, Grant Advertising, Inc., moderated the meeting, which was entirely off-the-record.

Representing media by special invitation of CAMG were Jake Sawyer, head of Sawyer-Ferguson-Walker Co.; John W. Moffett, vice president and advertising director, Minneapolis *Star & Tribune*; Charles D. Buddle, J. P. McKinney & Son, Inc.; Louis A. Smith, western sales manager, Petry Company; Hal Holman, Hal Holman Company, and William C. Goodnow, station manager, WISN-TV, Milwaukee.

Speaking for media buyers were Blair Vedder, vice president and media director, Needham, Louis and Brorby, Inc.; and Russell A. Gilbertz, director of media and research, The W. E. Long Co.

The Chicago Agency Media Group is emphasizing the establishment of an organization with basic vitality which builds for the future—educational programs designed to reach the up-coming as well as experienced media buyers.

"Seller" reaction to the new group has been favorable. One overall opinion is that the Chicago Agency Media Group will substantially upgrade the performance of all media buying executives, that slide-rule buying will be de-emphasized further, and that better media evaluation procedures will be developed.

The board of directors includes the officers and the following Steering Committee members: John DeBevec, J. Walter Thompson Co; Kathrine FitzSimmons, McCann-Erickson, Inc.; Russell A. Gilbertz, The W. E. Long

BY-LAWS
NEW YORK ADVERTISING
MEDIA PLANNERS

NAME

This organization shall be known as New York Media Planners.

PURPOSE

New York Media Planners shall function as a non-profit association devoted to the subject of creative media planning for better marketing. It shall function primarily as a discussion group whose aim is to promote the exchange among its members of information about media and their use and about markets and their development.

It has the secondary aim of furthering through such discussions the development of professional techniques in the buying of media among all those who are concerned or may be concerned with this occupation.

MEMBERSHIP

Active membership shall be limited to buyers of media in advertising agencies in the area of New York City. Planners and buyers are those who make decisions as to the purchase of time or space or who actually place the orders.

Other persons engaged in the media function in advertising agencies are welcome to attend meetings as guests after paying whatever charges may be assessed for such attendance.

DUES

Annual dues shall be \$5.00 an individual member.

OFFICERS

Officers shall be a president, vice president, secretary, and treasurer. They, with two other persons elected from the

membership at large, shall constitute an executive committee. The executive committee shall decide the policy and execute the major business of the association. The president shall be the chief executive officer, shall preside at meetings, and appoint necessary committees. The vice president shall serve in the capacity of the president in the latter's absence. The secretary shall keep all records, handle all correspondence, and send out notices of meetings. The treasurer shall be the custodian of all association funds.

ELECTIONS

Officers and members-at-large of the executive committee shall be elected at the November meeting and serve one calendar year.

Members in good standing may effect changes or amendments to the by-laws by a simple majority vote at a stated meeting immediately subsequent to the meeting at which notice of such a contemplated change and vote is made by the president.

MEETINGS

Meetings, exclusive of food service, will be held from 7 to 9 p.m. on the first Tuesday of each month during the calendar year at a place designated by the president.

STATUS

The New York Media Planners will function as a local organization, but this does not preclude its becoming a member of any future national association of buyers of media, provided such membership is not averse to the local autonomy of New York Media Planners.

RATIFICATION

These by-laws shall be effective when signed by the persons, more than three, who are interested in forming such an association.

Co.; Lowell Helman, J. Walter Thompson Co.; J. L. Matthews, Clinton E. Frank, Inc.; Leonard Matthews, Leo Burnett Company, Inc.; E. A. Trizil, Gordon Best, Inc.; Blair Vedder, Needham, Louis and Brorby, Inc.; David S. Williams, Geoffrey Wade Advertising.

New England Media Evaluators

Senior group among the four currently active media buyers' organizations, the New England Media Evaluators Association, is all of a year-and-half-old, and its first chairman, Bruce Mattoon, has been succeeded by Jackson L. Parker, media director of the James Thomas Chirurg Company, Boston. Mr. Parker was elected chairman for 1959 at NEMEA's January 21 meeting at the Red Coach Grill in Boston. Dino G. Valz, media director of Sutherland-Abbott, Boston, and, like Mr. Parker, a founder of the group, was elected secretary-treasurer of NEMEA at the previous meeting.

Changes are being considered in NEMEA's charter (MEDIA/SCOPE, July 1958), and the 17-member group has published the results of its first discussion, entitled, "Eight Tips for Media Buyers and Salesmen, Aimed at Improv-

ing Their Relationships." Reprints are being distributed to members.

An official pronouncement on audits has been printed up as an impressive-looking document suitable for framing, and reads:

"We believe circulation audits are essential in evaluating publications on a businesslike basis. We urge, therefore, that all publications accepting advertising thoroughly investigate having their circulations audited by one of the tripartite organizations established to perform this function."

Other subjects up for discussion at NEMEA's quarterly meetings have been rating measurement services for broadcast media, and media department organization and operation.

International Media Buyers

The International Media Buyers Association, organized last April, has gained eight new members, for a total present membership of 22. Since its formation, the group

(Continued on page 68)

"Both ads brought a burst of sales activity on Foot Flairs. Women walked into stores and asked for the shoes illustrated. Sellouts were reported by store after store. Because of successful past experience with our New York Times Magazine promotions, retailers allocate generous display space."... David Stein, president, Mutual Shoe Sales Co., Maynard, Mass.



The New York Times Magazine published more lines of advertising in 1958 than any other magazine (P.I.B.). Reasons for this remarkable achievement: Selling power in New York, your biggest market. Influence among able-to-buy families in 10,700 U.S. communities. Impact among retailers across the country. Comparatively low cost. And it adds the strength of The New York Times to your magazine schedules.



Inside The New York Times Magazine



"There was a man who had a girl friend for many years. In fact, she had ceased to be a girl. And then his wife died, and his friends said that, now he was free, they supposed he would marry her. 'But where should I spend my evenings?' he asked. That is my position. Where shall I spend my mornings? How shall I spend my mornings?"... Somerset Maugham on retirement, *The New York Times Magazine*, Jan. 25.

News—and the people and events in it—make this an exciting magazine to read. Results—and the success of advertisers in it—make this a profitable magazine to use. The New York Times Magazine is distributed exclusively every Sunday with *The New York Times* into 1,300,000 homes and stores the country over.



Media Selection is CREATIVE



Mrs. Bertha Tucker, Media Director for Rives, Dyke and Company, Houston Advertising Agency, has this to say about media selection:

“Naturally we study the background, circulation, readership and editorial policies of any publication under consideration. Then to this close examination we add the knowledge of the client's sales objectives. The job of making this information work in an important way is *creative* media selection.”

Circulation numbers are only one factor in selecting business publications. There must always be interpretation and evaluation of all of the facts to determine the most effective media for your industrial advertising.

McGraw-Hill



P U B L I C A T I O N S



McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., N. Y. 36, N. Y.

(Continued from page 66)

has worked for more and better audience information from both broadcast and print media in Latin America.

A letter from IMBA to the Inter-American Press Association congratulated that organization for its cooperation with the Office of Certified Circulation and urged member publications to join OCC because of the importance of auditing to publishers as well as to advertisers and agencies. The letter termed auditing "more than a means of communicating certified circulation to the advertising field," and called it "a clear-cut confirmation of a newspaper's business integrity."

OCC Audits

To date, the OCC, formed in 1955, audits three magazines and 11 daily newspapers in Latin America and the West Indies and is supported by 20 advertisers and 16 agencies. At its September luncheon, IMBA heard a discussion of OCC by Dr. Arthur A. Kron, president of Gotham-Vladimir Advertising, in which he stressed the need for comparable qualitative data to justify media selection.

On the broadcast front, IMBA has found that of numerous ways to accomplish radio surveys in Latin America, the best means would be to work through the regional associations such as the Inter-American Association of Broadcasters who will meet in Mexico City April 6. IMBA plans to present a survey idea suggested by Lawrence Roslow of Pulse, Inc., to this convention as well as to a meeting of Organismo Regional de Asociaciones de Radio-difusion Centro Americana later in the year. The survey, a preliminary cumulative audience measurement of the preference type, could be undertaken in 10 cities and six countries in Central America.

Guest speaker at IMBA's January meeting was John Ryan, author of "Selling the Armed Forces Consumer Market," who told the group that there are now 1,035,000 servicemen, plus 195,000 wives and 323 children overseas "who, in two years, will be almost entirely replaced by another 1.5 million service personnel from the U. S."

IMBA's next meeting will be held in March, and election of new officers will take place in May. ■



*when your
target*

is the whole Boston Market
your best buy is

THE BOSTON GLOBE

because

The Globe goes into more homes, covers all occupational groups and reaches into every one of the 152 cities and towns in the Boston Trading Area.

HIT THE WHOLE MARKET
Hit the class market
Hit the mass market
in the newspaper
that delivers both

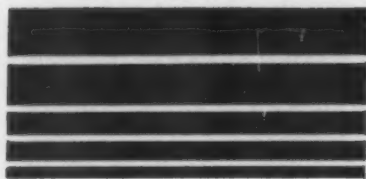
Morning • Evening
Sunday

**The
Boston
Globe**

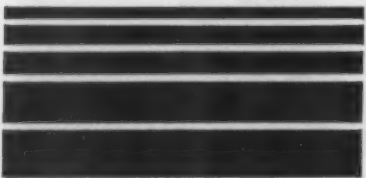
Scolaro, Meeker & Scott, Inc.
Chicago, Detroit

Cresmer & Woodward, Inc.
New York, San Francisco, Los Angeles

The Leonard Co.
Miami Beach, Florida



3-stage reporting keeps
Feedstuffs first in its field



If it's important, it begins as news . . . grows into a trend . . . becomes an established principle. Only *Feedstuffs*, in the formula feed industry, gives readers this complete 3-stage reporting on what's important to them. News . . . news related to other news . . . news studied, analyzed, even backgrounded by independent experts; that's the editorial format for **FEEDSTUFFS**. It's the biggest, most-looked-for business publication among feed men, particularly the planning and purchasing people. It carries the most advertising, too—by lineage and by number of advertisers.

FEEDSTUFFS

The complete idea source for feed men
An informed audience is a buying audience

The Miller Publishing Company

2501 Wayzata Blvd.,
Minneapolis 40,
Minnesota

. . . business journalists
since 1873



New York
Chicago Kansas City

ORGANIZATION MATTERS:

Positions of Media Buyers More Secure Than Others

Survey among 20 agencies shows jobs less vulnerable when accounts are lost.

By Jerry Fields

THE CONTINUAL shifting of agency accounts represents a form of perpetual motion, and perpetual emotion. It is perpetual because when an account leaves a shop, there are usually a number of employees who find themselves in a condition referred to as "at liberty," a condition fraught with some emotional turmoil.

How does all this affect media people specifically? How vulnerable are media people when accounts shift or budgets are cut drastically? I asked Whitney Hartshorne, head of our Media and Research Placement Division, to check with agency media directors and find out what happens at their agencies when an account goes out or its billing shrinks. Mr. Hartshorne's conclusions are heartening.

He found that media departments are less vulnerable and less affected by billing fluctuation than almost any other department in an agency, because an agency's media department has a business responsibility for all accounts in the shop, not just the one that was lost. With the exception of very large accounts, such as cigarette or automotive, most agencies do not work on an account group basis, and media people are not wedded to one or two specific accounts as are the creative and contact personnel.

Jerry Fields is director of Jobs Unlimited, New York placement service specializing in advertising and public relations personnel.

When an account reduces its budget, Mr. Hartshorne discovered, media departments are sometimes even more busy, because schedules have to be realigned, every penny must be made to work harder, recommendations have to be documented more thoroughly, there has to be a greater increase in media research activities, and there is a general heightening of activity to help nail down the account so that it doesn't cut any more of its appropriation.

Another factor working for job stability within the media department is that the volume of paper work—contracts, estimates, recommendations—is better supporting evidence of the work of the media department than the less tangible efforts of the creative and contact departments.

Who Goes First?

However, the time sometimes comes when media pay rolls have to be trimmed. Who goes first? Most media directors told Mr. Hartshorne that the best way to handle this unpleasant task is to re-evaluate the entire department in terms of the new work load and eliminate the least productive people. This procedure seems to be favored rather than using the last-in-first-out technique. Most media directors felt that "vertical firing"—discharging only people working on the account that is leaving—is not a satisfactory nor equitable way of paring down the size of the department.

Several media directors qualified

this by stating that some weight had to be given to longevity and tenure and that one always has to keep in mind that he is dealing with individuals and personalities and not inanimate numbers when evaluating a department roster.

A final factor influencing the reduction of media department staffs was the nature of the billing that was lost. If the major part of the departed client's budget was in television, it was only natural that the biggest cuts would have to be in that area. If the client was predominantly in print media, then that side of the media department would have to be shaved.

Based on Mr. Hartshorne's limited survey and our experience in the advertising personnel business, we arrived at some fairly definite conclusions as to the stability of a career in media. A media executive or person soon to become an executive may not be able to skyrocket his salary or position in so spectacular a way as some people in the creative and contact ends of the business. He may never become the hero of a lurid book about the "Ad Game." But, the persons who gain the fast promotions and trade recognitions also have few restless nights and many insecure days. On the other hand, men and women in media buying can look to a career with a lot less job changes, a lot more security, many restless nights, and days spent in a meaningful, productive way. These are some of the intangible compensations of the job. ■

RETAILING RESEARCH

Progressive Grocer has launched Retailing Research, a firm designed to test products and grocery merchandising ideas under actual retail conditions. Retail conditions will be simulated for testing purposes through the cooperation of a cross section of chain stores, cooperatives, and super markets, selected to establish an accurate store sample. Clients will be manufacturers who wish to test and develop in-store techniques, involving such problems as point-of-sale package comparison, shelf location, pricing, and special displays.

THE INDIANA FARMER

The Indiana Farmers Guide, established in 1836, has reassumed its original name, *The Indiana Farmer*, effective with last month's issue.

Media/scope, March, 1959

Here's how over 50 top advertisers are reaching a big new market:

It's through Farm Store Merchandising, the only publication directed exclusively to the farm store owner dedicated to helping him in all phases of his operation, particularly to helping him with his "growing pains" (farm store sales have already grown to an annual nine billion plus.) What does a farm store sell? Here's a breakdown of the 30,533 farm stores receiving Farm Store Merchandising. Check it through, see if the farm store doesn't represent a big new market for you.

75.5 % sell livestock and poultry supplies	45.3 % mix feeds
70.8 % sell animal health supplies	53.3 % sell pet food
56.5 % sell field seeds	50.6 % sell chicks
50.5 % sell garden and lawn supplies	67.5 % sell pesticides
57.4 % sell garden seeds	29.0 % sell paints
33.1 % sell power lawn mowers	46.7 % sell hardware
70.0 % sell dry fertilizer	91.2 % sell feeds
24.6 % sell building supplies	55.2 % sell twine
	40.4 % sell fencing



published exclusively for farm store managers. Write:



The Miller Publishing Company

2501 Wayzata Blvd., Minneapolis 40, Minn.

... business journalists since 1873



New York Chicago Kansas City

What The All-Media Buyer Must Know At Bryan Houston

Training stresses marketing knowledge, discourages "slide-rule" buying.

By R. H. Boulware

THE all-media buying system at Bryan Houston, Inc., demands of each buyer that he have a well-rounded background in every phase of marketing. It isn't enough that he knows the professional skills of time and space-buying alone. Since our all-media buyers must be able to relate media strategy to the entire marketing problem, they need broad knowledge in various areas of marketing from price structure to packaging to distribution so they will know the impact of their media choice.

This agency feels that the placement of advertising is a key step in meeting the whole marketing problem. But with the exception of small-budget brands, the answer to clients' marketing problems usually requires use of more than one medium. Among the top 100 corporate advertisers, not one uses only one medium (although individual products might at varying times). Therefore, we feel that the men and women who place advertising for our clients must be skilled in all media in order to consider one medium against the other from the planning stage onward.

Special Qualifications

Because our all-media buying system requires that buyers be strategists, we look for people with a particular type of background and personality for our training program. To qualify, a person should have an interest in and an understanding of markets, both geographic and socio-

Robert H. Boulware, vice president and associate media director of Bryan Houston, Inc., is a native of Cincinnati and a graduate in marketing of Ohio University, Athens, Ohio. Mr. Boulware's early business experience was in the advertising department of Procter & Gamble in his home town, and he later managed radio and television stations there. He joined the Houston agency in New York in 1956, and was elected a vice president last year.

economic. He'll need this type of curiosity once he's trained, in order to evaluate markets professionally. Age, income groups, living habits and educational levels in various markets are important considerations in all media choices. In television, topography is a factor. The ideal media buyer trainee has the tendency to be part tourist and part D.A., which helps him search out the market facts that will serve him best.

Any marketing, economics, or business school background is helpful, although, as Bryan would say, "the higher the academic training, the longer it will take to knock it out of him." Actually, such a background gives a buyer a feeling for figures. And an ability to interpret and apply figures properly rather than follow them blindly is important in developing good media judgment.

Trainees Learn All Aspects

Once a person is a trainee in our media department, we like to expose him to all aspects of media work from research to ratings to the steps involved in making a presentation. One of our trainees has been with us for six months. He's been gathering competitive media information by using the techniques we have developed, and has been making monthly reports on his findings. He has also been making tabulations on ROP color. He's encouraged to keep up to date with the business magazines, to watch TV, listen to radio, and familiarize himself with magazines and newspapers to develop a perspective. As soon as he is ready, he moves into as many media presentations within the agency as possible, and in a year or so he may be ready to become an assistant buyer.

Evenings he's taking a business statistics course for which Bryan Houston, Inc., pays under its Employee



In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
 REPRESENTATIVES: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco
 FLORIDA RESORTS: The Leonard Company • Miami Beach



Mr. Boulware and Buck Johnson, Blair TV account executive, discuss the application of data from SRDS and from "Major Coverage Study of Media and Markets," a reference study compiled by Bryan Houston, Inc.

Development Aid Program, and he may take a course in media analysis as well.

But the learning process isn't confined to the trainee or assistant buyer by any means. We don't want "slide rule" buyers here. To avoid rigid decisions, based on media statistics alone, our buyers must know how the product is moving and they must be trained to understand and to isolate some of the marketing factors which contribute to its marketing problem. They're familiar enough with markets to evaluate and know them not only in terms of number of stations or newspapers, but also in terms of drug and grocery distribution patterns and outlets as well. "What does Bohacks mean in Long Island?" "How does X drug chain in one market compare with Y drug chain in another?"

Such familiarity with markets and distribution is growing more and more important as increasing numbers of stations and newspapers offer merchandising plans which buyers must be able to evaluate.

The buyer must know price structure. "Within whose reach is the product?" "How often is it bought?" "Mass market or selective market?" He must develop a media strategy in terms of these product questions rather than

in terms of a particular medium. Yet, if he's specialized as a print buyer or time buyer, he'll become an advocate of the medium, not the product.

Marketing Knowledge

Marketing knowledge and marketing facts are the background for media buying. They don't take the place of media knowledge. Our media buyers are encouraged to keep pace with developments in circulation measures and audits; broadcast coverage tools, how they can be put to new use; rating services—the how, why, and extent of usefulness.

Basically, they must know competitive media situations to buy any one medium effectively. For instance, one media executive at Bryan Houston, Inc., was responsible for a TV station changing its rate card a month ago. She studied media coverage in one market for a client, and found television over-priced in terms of the other media. In her contact with the station's representative and management, her objections and research led to a reevaluation by that station, a change in rate, and opened up new television opportunities to many clients in that market. ■

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Check these points before buying **point-of-purchase materials**

A. STATEMENT OF OBJECTIVES

1. What is point-of-purchase expected to accomplish?
 - a. sell merchandise through impulse and reminder sales
 - b. tie national advertising to retail outlets
 - c. create store traffic and attract consumer attention in stores
 - d. secure more and better product display
 - e. gain retailer good-will and cooperation
 - f. promote and identify brands
 - g. train, assist, and encourage retail sales personnel
 - h. identify stores as product outlets
 - i. assist salesmen (distributors' and manufacturers')
 - j. gain wholesaler good-will and cooperation
2. What role does point-of-purchase play in the marketing of your product?

B. MARKETING FACTORS

1. Product characteristics
 - a. price of product
 - b. perishability of product
 - c. size of package
 - d. shape of package
 - e. packaging materials
 - f. weight of unit
2. Product's marketing position
 - a. competitive standing by market
 - b. desired sales increases by market
3. Marketing channels of distribution for product
 - a. national, regional, or local distribution
 - b. distribution through wholesalers and jobbers
 - c. distribution through chain warehousing facilities
 - d. distribution direct to individual retail outlets
4. Retail outlets in which product is sold
 - a. kinds of retail outlets
 - b. size of outlets
 - c. retailer facilities and requirements for point-of-purchase material
 - d. retailer preferences for point-of-purchase material

D. DETERMINING THE POINT-OF-PURCHASE MATERIAL TO BE USED

1. Suitability to product
 - a. nature, size, weight, shape of package, etc.
 - b. suitability to retail outlet—limitations imposed by type of outlet—does it sell product, have acceptability to dealer, fit the type of outlet, fit the decor of the store, does it have light or motion, is it easy to install, is it new and different
2. Suitability to advertising and selling campaign or product sales message
3. Considerations of competitive effort
4. Considerations of past experience
5. Packaging and shipping considerations of point-of-purchase unit

E. MERCHANDISING

1. Consideration of additional uses for point-of-purchase materials
 - a. tie-in with related or other products
 - b. promotion of special deals
 - c. display shipper use
 - d. secondary use of point-of-purchase unit or a fixture or premium included as part of the unit
 - e. forcing distribution of product or promotion
2. Merchandising the program to the sales force and retailer
 - a. special sales meetings
 - b. collateral material for salesmen and retailer presentations
 - c. special examples—dummies of point-of-purchase units
 - d. trade paper advertising
 - e. post-testing and evaluation

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c. special examples—dummies of point-of-purchase units
d. trade paper advertising
f. post-testing and evaluation

F. DISTRIBUTION

1. Method of packing point-of-purchase unit
2. Number of units to each carton
3. Number of shipping points
4. Schedule of shipping
5. Time necessary for transportation
6. Methods of shipment
7. Methods of installation

G. TECHNICAL CONSIDERATIONS

1. Materials available
 - a. ability to do the job
 - b. sources
 - c. availability
 - d. use of motion and light
2. Consideration of color in the point-of-purchase unit
 - a. appropriateness of color to retail outlet
 - b. appropriateness of color to the product
 - c. related to purpose of display
3. Size of point-of-purchase unit
 - a. appropriateness of size to retail outlet
 - b. appropriateness of size to product
 - c. consideration of size in shipping, handling, and erection
4. Quantities to be ordered
 - a. number of retailers to be serviced
 - b. salesmen's estimates of needs and ability to place
 - c. budget restrictions
 - d. previous year's experience
 - e. consideration of possible re-order

H. FINDING THE RIGHT PRODUCER

4. kinds of retail outlets
b. size of outlets
d. retailer facilities and requirements for point-of-purchase material
e. retailer preferences for point-of-purchase material

5. Profitability to retailer
 - a. per cent markup to retailer
 - b. periodic turnover
 - c. net return to retailer
 - d. per cent per square foot of floor space
6. Consumer purchasing habits
 - a. who buys product
 - b. in what quantities is product purchased
 - c. with what frequency is product purchased
 - d. consumer characteristics
 - e. consumer characteristics peculiar to certain outlet types

7. Competition

- a. companies that represent competition by markets
- b. how do they sell their product
- c. what types of point-of-purchase material do they make available
- d. what types of competitive materials do retailers use

8. Climatic conditions

- a. as they affect the sale of product
- b. as they affect the point-of-purchase material

9. Legal requirements

- a. specific regulations covering sale of your product
- b. specific regulations covering display of your product
- c. specific regulations covering advertising of your product

C. PLANNING

1. Determination of point-of-purchase theme where applicable
 - a. related to product
 - b. related to company
 - c. related to retail outlet
2. Integration with other media
 - a. degree to which point-of-purchase material will be integrated with other media
3. Programming—Suggested timing
 - a. start work—24 weeks in advance

d. retailer facilities and requirements for point-of-purchase material

e. retailer preferences for point-of-purchase material

5. Profitability to retailer

- a. per cent markup to retailer
- b. periodic turnover
- c. net return to retailer
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- b. specific regulations covering display of your product
- c. specific regulations covering advertising of your product

C. PLANNING

1. Determination of point-of-purchase theme where applicable

- a. related to product

f. post-testing and evaluation

F. DISTRIBUTION

- 1. Method of packing point-of-purchase unit**
- 2. Number of units to each carton**
- 3. Number of shipping points**
- 4. Schedule of shipping**
- 5. Time necessary for transportation**
- 6. Methods of shipment**
- 7. Methods of installation**

G. TECHNICAL CONSIDERATIONS

1. Materials available

- a. ability to do the job
- b. sources
- c. availability
- d. use of motion and light

2. Consideration of color in the point-of-purchase unit

- a. appropriateness of color to retail outlet
- b. appropriateness of color to the product
- c. related to purpose of display

3. Size of point-of-purchase unit

- a. appropriateness of size to retail outlet
- b. appropriateness of size to product
- c. consideration of size in shipping, handling, and erection

4. Quantities to be ordered

- a. number of retailers to be serviced
- b. salesmen's estimates of needs and ability to place
- c. budget restrictions
- d. previous year's experience

C. PLANNING

- 1. Determination of point-of-purchase theme where applicable**
 - a. related to product
 - b. related to company
 - c. related to retail outlet
 - 2. Integration with other media**

integrated with other media

 - a. degree to which point-of-purchase material will be integrated with other media
 - 3. Programming—Suggested timing**
 - a. start work—24 weeks in advance
 - b. design—18 weeks in advance
 - c. testing—15 weeks in advance
 - d. production—10 weeks in advance
 - e. distribution—4 weeks before breaking date
 - 4. Budgeting**
 - a. total budget available
 - b. number of point-of-purchase units desired for variety of outlets
 - c. cost factors to be included:
 - sketch or composition cost
 - finished art
 - testing of unit
 - production of unit
 - shipping of unit
 - merchandising or collateral material to be used by salesmen in the field
 - post-testing or evaluation
 - d. degree to which wholesalers, jobbers, and dealers participate in sharing the costs of the unit and its distribution
 - e. use of installation services
- 4. Quantities to be ordered**
 - a. number of retailers to be serviced
 - b. salesmen's estimates of needs and ability to place
 - c. budget restrictions
 - d. previous year's experience
 - e. consideration of possible re-order
- ## H. FINDING THE RIGHT PRODUCER
- 1. Determination of need**
 - a. creative counsel and service
 - b. production facilities
 - 2. Type of services offered**
 - a. creative
 - b. research
 - c. warehousing
 - d. merchandising
 - e. testing and evaluation
 - f. packing and shipping
 - g. publicity
 - 3. Reputation in field**
 - 4. Physical facilities**
 - a. size, number, and location of plants
 - b. number of employees
 - 5. Professional competence**
 - a. ability to deliver on schedule
 - b. ability to maintain uniform quality
 - c. contractual terms
 - d. credit rating
 - 6. Previous and present customers**

MEDIA/SCOPE'S MEDIA CHECK LISTS

This is the ninth in the series of media buyers' door advertising, transportation advertising, and check lists that has been published. Other subjects direct mail lists. Additional copies of this or the have been newspapers, spot radio, spot television, other check lists may be procured upon inquiry to consumer magazines, business publications, out-The Editor, 420 Lexington Avenue, New York 17.



A CITY LARGER THAN SEATTLE IS HIDDEN INSIDE LOS ANGELES

More than 300,000 families — hidden from
your newspaper advertising
if it's not in The Mirror News



WHAT KIND OF A CITY IS IT?

It has 422,000 children — more children per family than any other metropolitan daily in Los Angeles.

83% of its providers are in well-paying occupations — earning \$4,000 or more.

More than *half* of the homemakers are 39 or under. They're smack in the middle of their buyingest years.

They have more than \$1½-billion to spend on clothes, cars, appliances — anything advertised in The Mirror News — the *only* weekday metropolitan paper in 4 out of 5 Hidden City homes.

If your newspaper schedule reaches 100% of the families in any of these major cities:

Baltimore Boston
Cleveland Dallas
San Francisco

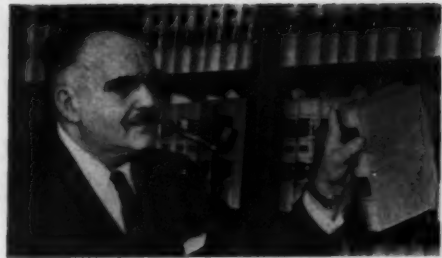
you're still covering a market smaller than the Hidden City of The Mirror News.



**LOS ANGELES EVENING
MIRROR NEWS**

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit,
San Francisco

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER



LIABILITY FOR MEDIA CHARGES:

A Re-examination of This Subject In Light of the Ambro Case

By Morton J. Simon

THE IOWA Supreme Court recently decided a case which should be of substantial interest to all media people.

The Ambro Advertising Agency of

Morton J. Simon is a member of the Philadelphia Bar who has contributed several articles to MEDIA/SCOPE on the legal aspects of media-buying. They have included, "Media Have the Right, Sometimes the Duty, to Refuse Advertising," "How to Handle Short Rates and Rebates," and "The Legality of Compulsory Combination Rates." Mr. Simon is the author of "The Law for Advertising and Marketing" (1956).

MEDIA/SCOPE believes that while the matter of the legal responsibility for media charges is one of importance to advertising agencies, the main question is not how they can avoid such responsibility, but whether they should not actually seek to assume it in order to earn fully the 15 per cent commission from media which most of them now enjoy. This position was set forth in an editorial, "Small Agencies and the 15%" in MEDIA/SCOPE December 1958. —The Editor.

Cedar Rapids, Ia., defeated the State's effort to hold the agency responsible for "use taxes" assessed against the agency in connection with the purchase of materials for use in its clients' advertising.

The court pointed out "that the controlling fact at issue was whether or not Ambro was acting as an agent for a disclosed principal." The court found in fact that the agency was so acting, and therefore held that the taxes had been improperly assessed.

The evidence leading to this conclusion consisted, in part, of the following:

1. Agency purchase orders reading, pertinently, as follows: "unless our own name appears as 'Client,' we place this order as agent for a disclosed principal under specific authorization covering items ordered, hence only Client's credit is involved, and Client's final approval of service rendered is essential."

- This is, of course, the well-known "Paragraph 5" of the Ellis Plan purchase order.

2. Agency-client agreements indicating that their relationship was that of principal and agent.

3. Client-approved estimates and authorizations to the same effect.

4. Similar forms used by other agencies.

5. Expert witness testimony to the same effect.


Among other things, the Court found it to be clear that the Ambro agency was not responsible for the bills of these suppliers. All that an agency does is . . .

"In effect to advance to its clients the money to pay (the various invoices) by paying the invoices sent to the agent.

"It should perhaps be observed herein that the reason for plaintiff's operation as agent only is so in the event of the insolvency of a client, the agency will not be caught with an indebtedness. . . ."

The Ambro case is not necessarily a ruling of first incidence. It makes

(Continued on page 80)



**That's
no Lunik-
that's**

**the
Post**

**...moving up to a new circulation base of 6,000,000
at no increase in cost per thousand!**

It's getting so you can't read a Post circulation chart without craning your neck. From a base of 5,200,000 this time last year... Post circulation has soared clear out of this world! We had a down-to-earth aim, we thought, in our 5,800,000 rate base starting this April. But circulation has already rocketed right by, the Feb. 14 issue hitting

over 6,000,000! So we've checked and re-checked, and here's the story: effective with the October 10, 1959 issue, our circulation rate base will be 6,000,000—and at no increase in cost per thousand! In terms of copies delivered—galloping galaxies!—it looks like we'll be orbiting the moon! *Publisher's estimate

29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure!





You get no medals for staying glued to your desk. Our world is changing. The rewards go to the man who gets out occasionally to see what's new. For instance: the fastest-growing force in advertising today is point-of-purchase display. If that surprises you, it shouldn't. There's a revolution taking over the stores of the land these days. Its name: Self-Service. Advertisers are learning that, for all the millions they spend in media, it's display at the point-of-purchase that has the last word. It can make sales... switch "brand loyalty"... create impulse buying. It can make the difference between profit and loss... growth or failure.

That's why hard-working (and fast-growing) ad people will see the 1959 POPAI Show and sit in on the merchandising clinics. Will you?



THIRTEENTH ANNUAL POPAI EXHIBIT
PALMER HOUSE, CHICAGO, MARCH 24, 25, 26.

Admission FREE, but by ticket only, and is limited to users and potential users of point-of-purchase advertising, agencies, students and the press. Special Clinics and Symposium Luncheon listed on coupon.

Point-of-Purchase Advertising Institute, Inc. 11 West 42nd Street, New York 36, New York
Gentlemen: Please send me the following tickets:

Exhibit: _____ free tickets, good for all three days. Include admission to Special Clinics, concurrent, Wed., Mar. 25, a.m. [Please state preference]:
Food _____, Drug _____, Hardware & Appliances _____, Dept. Store, Furniture & Rug _____, Liquor & Beer _____, Service Station & Auto Accessories _____
Symposium Luncheon: Tuesday, Mar. 24, nationally known speaker. I enclose check for _____ tickets at \$7.50 ea.

Name _____ Title _____
Company _____
Street _____
City _____ Zone _____ State _____

(Continued from page 78)

no new law. However, it is important, because it once more brings to the attention of the industry a matter which to many may seem to be merely academic. Those who deal directly with media or "pay the bills" should pause to examine the meaning of such cases.

Dependent upon this and similar cases—quite aside from the immediate tax point involved—are such day-to-day matters as the liability of agency or advertiser for media charges; liability for charges on talent, printing, mechanicals, etc.; the need for appropriate agent-client agreements; the need for consistent management of agency-client relations; ownership of advertising materials and unused space and time.

Confining ourselves to just one phase of the matter: agency and advertiser liability for media charges, we find an industry situation which is not at all uniform. Based upon a sequence of changing relationships over the past century and influenced by certain recent developments, we find in various areas of the industry, different concepts and opinions on these questions.

Basically, the question over the years has been between the two theories of advertising agency status: independent contractor vs. legal agent. This is not the place to editorialize on the virtues of either theory. This has been dealt with at length elsewhere.* Our purpose here is to particularize the liabilities of agency and advertiser from the practical point of view.

Situations and Solutions

The Ambro case evokes a consideration of the different situations which may arise in connection with responsibility for media charges and the varied solutions to which they give rise.

These varying situations may stem from the use of different order blanks or, on the other hand, from a failure to use any written order at all.

1. Standard Order Blank. On

*James W. Young, "Advertising Agency Compensation" (1933); Hasso, Lockley, Digges, "Advertising Agency Compensation: Theory, Law, Practice" (1934); "Analysis and Criticism of a Study Entitled 'Advertising Agency Compensation, Theory, Law and Practice'" (1935); Isaac W. Digges, "The Modern Law of Advertising and Marketing" (1948); Roger Barton, "Advertising Agency Operations and Management" (1955); Morton J. Simon, "The Law for Advertising and Marketing" (1956).

the reverse side of the Standard Order Blank are printed the so-called "Conditions" which cover the space or time being purchased. Prior to 1956 this legend read "Standard Conditions." The pertinent liability language was the same both before and after the 1956 revision.

It provides that the agency shall be "solely liable" for the media charges. The printed language on the contracts for spot broadcasting and spot telecasting provide that this shall be true "unless expressly otherwise provided on the face of this contract." This latter provision does not appear on the printed media form.

If the agency has signed a Standard Order Blank, it is, of course, liable for the charges, and the advertiser is not directly liable. Additionally, if contradictory language is used on the face of the agreement, whether it be for spot telecasting or printed media, this will control. Agency space or time orders, although placed on the SOB, do frequently carry such inconsistent language on their face. As a result, the agency is not responsible for the charges, and the advertiser is responsible.

The typewritten or printed language on the face controls or supercedes the printed material on the reverse of the form.

2. Disclaimer Form. A disclaimer form of space or time order is one in which the agency spells out that it is not to be responsible for any of the charges in question. This may employ very specific and pointed language, delineating the liability of the advertiser as well as the non-liability of the agency. On the other hand, it may not be quite so inclusive. It may merely indicate liability of the advertiser. In any event, such a form absolves the agency from any liability and posits liability on the part of the advertiser.

In effect, a form of this sort is merely an affirmation of the common law rules of "Principal and Agent," under which the agent of a fully disclosed principal is not a party to the contract and is not liable upon it. The user of a disclaimer form is like the man who seeks double security by wearing both a belt and suspenders.

Some agencies are satisfied to accept all of the SOB conditions "except as hereinafter noted," and so state on the reverse of their orders. Having

said this, they then go on to spell out their own non-liability as the legal agent of the advertiser and, in addition, indicate "full liability" by the advertiser.

3. Non-committal Form. This is essentially a middle-of-the-road type of agreement, partaking of neither the "sole liability" of the SOB nor the specific agency-absolution language of the disclaimer form.

It relies, for agency protection, upon the common law rules. It does not give the agency so much protection as the disclaimer form, since it may conceivably be met by (a) a publication argument that the common law rules do not apply, and (b) the statement that there is a "custom of the trade" under which the agency is responsible. It would appear that no such custom of the trade exists. However, the possibility of being met with such an attack has caused some agencies to adopt disclaimer forms in preference to the non-committal form.

In substance, the non-committal form provides that the agency is placing the advertising "on behalf of" or "as agent for" the named advertiser. This is set forth in the body of the order and below the signature of the agency at the foot of the order.

Furthermore, even this brief language may be omitted, and sometimes is. In such cases, the agency is even more likely to be hit by an argument of custom of the trade. If an agency desires to use this type of form, it should employ at least the language just cited.

4. Joint Liability Form. Some networks and individual radio and television stations employ a form of order which in effect makes the agency and the advertiser both liable to the media. This is usually done by defining the word "sponsor" as including both the agency and the advertiser. Some go even further and spell out the legal conclusion that both are to be liable.

This, of course, makes the agency liable according to the terms of the order, but gives the network or station a second remedy—against the advertiser directly. This was the type of order before the court in the Bamberger case (WOR) in which both agency and advertiser were held to be liable.

From the point of view of the



GENERAL MOTORS assigns the biggest share of its total network radio business (91% in 1958) to CBS Radio. For more power on the road! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

media, it is the safest and strongest type of form. From the point of view of the agency, it makes the advertiser directly liable to the media. Of course, such liability is useless if the advertiser should be bankrupt.

5. Absence of Written Order. Not infrequently (particularly in connection with local radio and TV) broadcasts will begin before any order at all has been signed. In such event, the parties would be thrown back upon the routine common law rules under which the advertiser is liable.

It is probably safe to say that local radio and TV have produced the widest swing and variety in liability and billing. Because of the very nature of the media and the extent of financial responsibility of certain advertisers using the media, we find such extremes as direct billing to the advertiser with subsequent payment of the agency commission by the media after receipt of payment from the advertiser.

There are other situations in which this variation occurs, some of which involve even the larger national advertisers. There are situations where a national advertiser, manufacturing several products and using several

agencies, may sign network contracts and then parcel them out among its several agencies, indicating the payment of appropriate commissions. Here, in the event of default, the advertiser and not the agency would be responsible to the media. In such instances, the agency has signed nothing.

In certain of the foregoing situations, the liability is the advertiser's. This means that the well-advised media representative or credit manager should be interested in the advertiser's credit.

Actually, of course, this is not so burdensome a chore as it might seem. Advertisers are frequently sounder financially than their agencies. Then too, the average agency represents the same advertisers for a substantial period, and each individual space order does not entail another credit investigation.

These various situations are, to some extent, the result of developments during the last several years which have produced changes in industry attitudes toward both the matter of agency status and the nature and the contents of the space or time orders.

These changes flow from a broader understanding of the functions of the advertising agency. Here is some of the evidence of this change in thinking:

a. Agency Attitudes. More of the smaller agencies are coming to realize the risks they run, and are becoming much more vocal and vigorous in their dealings with media.

Even the larger agencies, which represent the hard core of support for the status of agencies as independent contractors, are, in some instances, adopting legal-agent thinking. This originated, perhaps, in phases of agency operation other than media buying: large printing orders; employment of talent where the agencies sought and obtained relief from administrative bodies such as the National Labor Relations Board; or tax situations, of which the Ambro case is a recent example.

b. Increased Use of Purchase Orders Other Than the SOB. Here the evidence is unusually broad and specific. A large number of agencies are employing forms of orders which fall into either the disclaimer class or the non-committal categories here discussed. The purpose of both of these types of orders is the same:

Your number one buy is always

LATEST CIRCULATION FIGURES

FIGURES FOR MOST RECENT 6 MONTH PERIOD*

		DAILY			
		EXAMINER	Chronicle	Call-Bulletin	S. F. News
CITY		105,489	70,005	86,497	75,489
TOTAL		257,251	225,429	140,207	101,786

Reported on 5-Day Average

REPORTED FIGURES FOR MOST RECENT 3 MONTH PERIOD*

		DAILY			
		EXAMINER	Chronicle	Call-Bulletin	S. F. News
TOTAL		263,265	225,438	138,491	99,978

Reported on 5-Day Average

*Circulation figures are from the September 30, 1958 publishers' statements as filed with the Audit Bureau

THE SAN FRANCISCO

A HEARST NEWSPAPER • Represented Nationally

to avoid any implication of agency liability.

c. **Changing Attitude of Media.** Media are accepting the disclaimer or non-committal form of agency order more frequently. Some do it freely and willingly, while others accept such orders only after more or less extended differences of opinion. On the other hand, of course, some media are adamant in their refusal to accept anything except the SOB.

Certain media have themselves prepared and are using space contracts which bind only the advertiser. For example, the space contract of *Home Furnishings Daily*, published by Fairchild Publications, provides:

"Publisher will render bills on or about the first of the month succeeding each publication of advertising hereunder. Advertiser agrees to pay all bills rendered on or before the tenth of the month succeeding each publication of the advertising hereunder. Publisher agrees to bill anyone whom Advertiser may designate in writing for advertising used hereunder, but *this shall not release Advertiser* from any of the obligations hereunder." [Emphasis supplied.]

d. **Less Uniform Media Association Attitudes.** Whatever the reason

may be (perhaps the result of the antitrust action), there appears to be a growing flexibility on the part of the publishers' associations. For example, one such association had previously insisted upon the use of the SOB by a particular agency, long "recognized" and discounting all of its bills. At the request of the agency, the association now permits the agency to imprint on the face of the Standard Order Blank almost any language the agency desires, no matter how contradictory it may be to the sole-liability provisions on the reverse of the SOB.

e. **Advertiser Position.** Some of the larger advertisers are *insisting* upon advertiser-agency contracts which pinpoint the legal agent concept. This is done for a variety of reasons, but largely to define and augment the control and rights of the advertiser over the agency, not only relative to media but also to ownership of materials. Other advertisers direct the media to bill them, but to submit such bills through the agency for checking and auditing purposes, with the advertiser paying the media directly and the media thereafter remitting the commission to the agency. ■

CATHOLIC DIGEST

Catholic Digest has added two foreign editions, in Austria and Switzerland, for a total of eight publications abroad. Other foreign editions serve England and Ireland, Belgium, The Netherlands, Italy, Germany, and France.

SHARE OF AUDIENCE

ABC Television's average nighttime share of audience has increased by 1.5 million homes over last season. Commercial hours sold in 1958 totaled 48 against 27 last year.

USEFUL TOOLS

I should like to go on record as saying that the Media Buyers' Check Lists that have been published in *MEDIA/SCOPE* for the past several issues are some of the most valuable and useful tools that have been made available to us.—ELAINE KORTAS, media manager, Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago.

ABC AFFILIATE

KOME, Tulsa, became an affiliate of the ABC Radio Network January 11. Motivation for the affiliation, according to KOME, was the need for network world-wide news coverage.

newspaper number one

TELL THE STORY

(APRIL 1-SEPT. 30, 1958)

SUNDAY	
EXAMINER	Chronicle
148,897	78,085
469,372	276,473

(JULY 1-SEPT. 30, 1958)

SUNDAY	
EXAMINER	Chronicle
471,387	276,695

of Circulations subject to audit.

EXAMINER

by Hearst Advertising Service Inc.

Media/scope, March, 1959



San Francisco California Street

WE DIG HEP REPS

Seen through the eyes of an agency creative man, the media and their representatives have values and shortcomings apt to be unfamiliar to the media department.

By Charles F. Rosen

TO A MEDIA director, the angle of vision of his agency's creative department is apt to appear rather special, to phrase it most charitably. The scale of values is likely to seem not only different, but occasionally even incomprehensible. Take, for example, the help we expect from media representatives. No matter what the media department may need or want, we like hep reps, because we can learn from them.

What is a hep rep? Let's first describe him (and I'm confining myself solely to broadcast media) by defining what he is not. Let's take a hop, skip, and jump through the slightly jaundiced eyes of the creative people.

First there is the "Square" rep.



The Square Rep's big interest: the receptionist

There is a two-fold purpose to his call. Primarily he is interested in dating the attractive receptionist; secondarily he merely wishes to say "hello" for old-time's sake. More often than not he expects us to have a fairly reasonable excuse—or in some instances an abject apology—because he hasn't had an order from us lately. He is just the type to lift an otherwise busy day into the doldrums.

Then there is the "Rectangular" rep—slightly more dimensional than the Square rep—who is statistic-silly. He is the poor man's Univac. From his glib tongue flows a veritable fountainhead of figures. He can—and does—tell you, in no uncertain terms, just how many lefthanded or righthanded men and women watch or listen in 15-minute segments from sun-up to sun-up. He can, for any given market, provide an accurate count on who drinks the beer, smokes the cigars, drinks the wine, eats the hot dogs, drinks the whiskey, uses gasoline-powered equipment, or otherwise uses any products for which our agency is preparing campaigns.

Now anyone who has dealt with creative people knows that perhaps the most prevalent phobia is the one against figures. The only figure that the true creative person can stomach is the one that deals with salary in-

creases. Charts shock these highly imaginative creatures into a trauma. So, obviously, our creative people



The Rectangular Rep is the poor man's Univac

are not going to learn too much from the Rectangular rep. He may be a solid citizen with the front office of his station management—and a soul-mate of the marketing man at the agency—but with creative people he's as welcome as a tax collector.

Then we come to the "Cube" rep—and we call him that because he's square on all six sides. He never mentions the medium or his station, but does he have information! He knows the pedigree of every account

Mr. Rosen is executive vice president of W. B. Doner and Company, a Detroit agency.

In the second half of 1958, Newsweek led the newsweekly field in advertising pages.*

Informed agency people know why!



*The different
newsweekly
for communicative
people*

*Source: P.I.B.

in the area—why it is where it is; where the body is buried; what campaign they're going to run next; from whence they stole the creative ideas. He embellishes these tidbits with an authoritative forecast of when any account will change hands, why he thinks we ought to have it, and how good a word he will put in for us. He also offers a smorgasbord of intimate, inside agency information about our competitors.

The only defense against the Cube rep is to shovel all papers, layouts, films, and electrical transcriptions into the nearest vault, cut off all telephone calls, and answer questions with a nod or shake of the head. Even then, you'll be misquoted on his next call.

What, then, do we consider a hep rep? We are extremely empathic with a media representative who can initiate outstanding campaign ideas, including storyboards, audition ET's, and who can provide a superior talent line-up in terms of all clients and products. He must also be conversant with his markets, mer-



The Cube Rep knows everything but his medium



The Hep Rep: the creative man's delight

chandising, programing, and station coverage. This is a hep rep.

One of the greatest contributions media people can make to creative talent is information on *programing*. There is a whole segment of daytime programing which is a vast uncharted wilderness so far as creative people are concerned. Because they are busy during the daylight hours, they seldom have the opportunity to hear or see broadcast media, except after they have put the children to bed at night. And in the area of night programing, creative people do not always keep abreast of the newest offerings.

Thus the media representative who assiduously views his own and his competitor's programing may, in some instances, provide very valuable data for writers and producers. Programs of particular interest to children, women, or men have often sparked unusual creative treatment in commercials. In this same category we should include specific personalities—that is, station talent—so that creative people

WGR-TV

Selling the Buffalo-Niagara Falls market

A TRANSCONTINENT STATION

may mold their commercials in a more compatible format.

Another area in which media can help creative people is in terms of *commercial time segments*. For example, some of our most successful campaigns have been predicated on saturation schedules of station I.D.'s which were just lying there until an alert media man called them to our attention. Although the station I.D. is the most difficult of all creative tasks in television, the challenge of an outstanding I.D. series is all the more rewarding, creatively.

In the same area of time segments, we have found that various types of saturation spot schedules are many times more effective, cumulatively, than a pedestrian selection of a daily or weekly log of spots. We will admit that such a saturation schedule taxes the ingenuity of the creative people, but it also provides them with an admirable showcase for their talent. Media people with a touch of creativeness in their selling have often provided us with frameworks for unusual buys that call forth the

greatest creative effort.

Another practical aspect of the inter-play between media and creative is in the area of *special-event broadcasts or telecasts*. We have a perfect example, in our agency, of a space advertiser who diverted 80 per cent of his total budget into two network telecasts. This placed the burden of promotion and commercial treatment squarely on the shoulders of our creative people. Based on the data provided by the media representatives, our creative department produced an eminently successful campaign, much to the relief of our management.

For these reasons, "we dig hep reps." Conversely I assume that hep reps dig receptive agencies. In this connection I would like to play the devil and quote from the Scriptures my personal paraphrase of a verse from the Book of Ecclesiastes: "He that would aspire to be a hep rep hath taken unto himself two angels—inspiration and perspiration . . . and hath worked to beat hell. Yea, verily, I say unto you . . . go ye and do likewise!" ■

Teen-Age Market

In the article, "How Research Guides Teen-Age Marketing Strategy" (December 1958), *MEDIA/SCOPE* inadvertently ranked results of only a partial list of magazines "read most regularly" by teen-agers queried in a Royal-McBee survey conducted by Eugene Gilbert in 1954, as the result of incorrect information from Royal-McBee. Following is the correct ranking:

Life, Saturday Evening Post, Look, Seventeen, Reader's Digest, Boys' Life, Popular Mechanics, McCall's, American Girl, and Time.

Classified by sex and age, the three magazines read most regularly by girls 15 and under in 1954 were *Life, Seventeen, and The Saturday Evening Post*, in that order. Among girls 16 and over, it was *Life, The Saturday Evening Post, and Seventeen.*

Boys 15 and under read *Life, Look, and The Saturday Evening Post* "most regularly." Again, for boys 16 and over, the same three magazines came out ahead, but in different order; *Life, S E P, and Look.*

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

Two recent developments that emphasize WGR-TV's continuing leadership in Buffalo are the installation of the first videotape equipment in the area and the purchase of a new tower—300 feet taller—to further extend its coverage in Western New York.

For best results from America's most powerful selling medium, be sure to call Peters, Griffin, Woodward about availabilities in Buffalo.

NBC • CHANNEL 2 • BUFFALO

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Selling the Buffalo-Niagara Falls market

SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WRO

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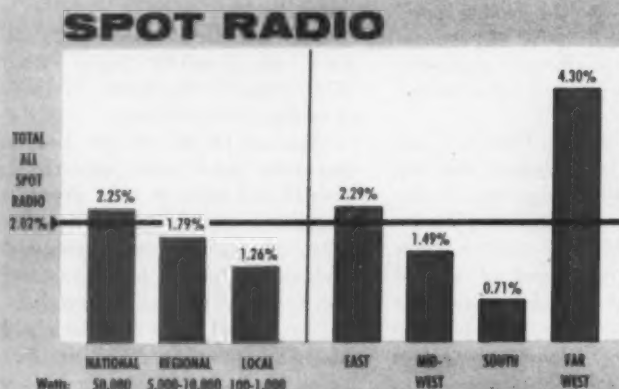
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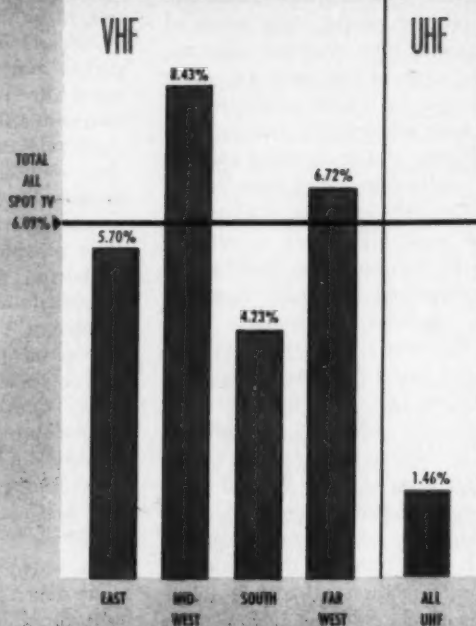
NBC • CHANNEL 2 • BUFFALO

BROADCAST MEDIA RATE INCREASES

January 1958 - January 1959



SPOT TV



Source: Standard Rate & Data Service, Inc.

Spot TV and Radio Rates Continue Their Rise

Pace quickened in last six months, power radio stations in comeback.

By Harry J. Johnson
MEDIA/SCOPE's Research Consultant

RATES among all major advertising media groups continued upwards during the past year, but at a slower pace than in 1957.

The business recession of 1958 may have caused media owners to restrain increases. This was suggested in the September 1958 issue of MEDIA/SCOPE. At mid-year, it was apparent that rate increases were only moderate. Pace of rate rises quickened in the latter half of 1958.

The MEDIA/SCOPE Advertising Cost Indexes, from which the accompany-

ing charts were developed, indicate how much it will cost an advertiser to duplicate a schedule of a year ago, as well as average rates for broadcast media compared with a base period of 1950-52.

Probability samples were used for each of the separate indexes. Numerous tests were made to check each index for sensitivity. Advertising volume, production costs, talent costs, and other expenses are not incorporated. These indexes reflect the relative changes in time costs only and

indicate the appropriation needed to duplicate a previous typical schedule.

Approximately two years ago, spot radio rates had reached their lowest point in the past several years. Rates were 23.5 per cent below the average of the base period, 1950-1952. Since then they have risen to a point where they are now 19 per cent below this.

The MEDIA/SCOPE Advertising Cost Index is based upon a random sample of 124 AM stations, situated in 43 states and the District of Columbia.

(Continued on page 90)



BIG 11 REACH

WEEK A

WEEK B

Participation in three key 1/2 hours one week, alternating with three other key 1/2 hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week...\$1200

3—CB per week\$ 900



Mon. 10:30 P. M. DIAL 999



Mon. 7:00 P. M. WHIRLYBIRDS



Tues. 7:00 P. M. HIGHWAY PATROL



Wed. 10:30 P. M. TARGET



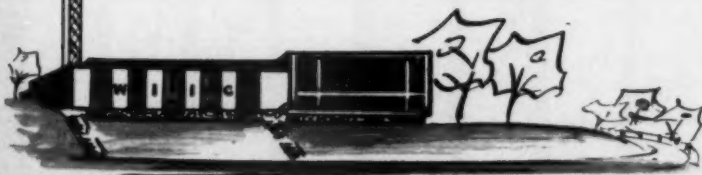
Sat. 7:00 P. M. HONEYMOONERS



Fri. 7:00 P. M. UNION PACIFIC

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH



REPRESENTED NATIONALLY BY
BLAIR-TV

(Continued from page 88)

As has been typical of all media, fewer radio stations adjusted rates in 1958 than in 1957. Even though the net effect has been to raise spot radio rates in the aggregate during the past twelve months, it must be pointed out that a sizable group—over 200 radio stations—found it necessary to lower their most expensive one minute, one time rates during 1958. While the general trend in spot radio is upwards, this certainly is not true for all radio stations.

Local Rate Adjustments

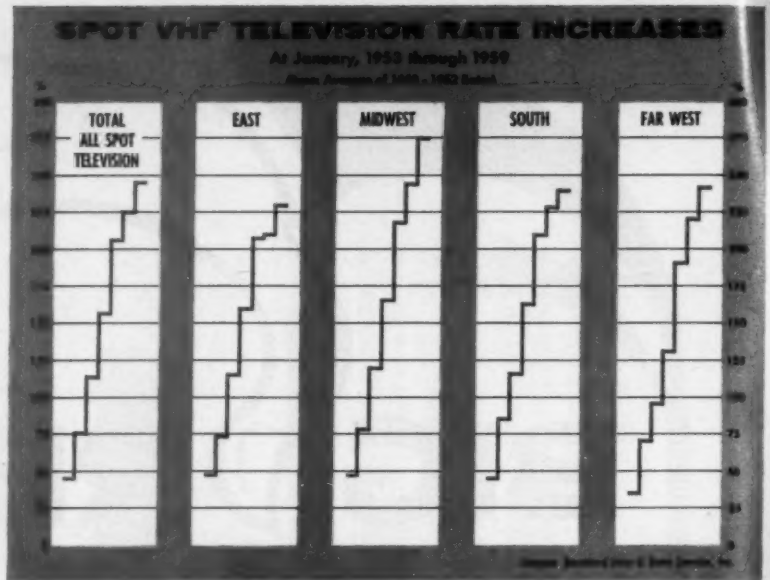
Of three general types of radio stations (national, regional, and local), only the local stations, in the aggregate, have increased their rates steadily during the eight-years' period. These local stations' rates are almost 11 per cent higher than they were during the average of the base period. The national stations are 28 per cent below, and the regional stations are 11 per cent below. Two years ago, the 50,000-watt stations' rates were 31 per cent lower than in the base period.

Since the 1950-1952 base period, radio stations in the East (in the New England and Middle Atlantic States) have lowered their rates more than have the stations in other parts of the country. In the East, the rates as of January 1959 were 27 per cent below the average of the base period. In the Midwest, rates were 15 per cent below; in the South, 12 per cent below, and in the Far West, they were 13 per cent below the average of the 1950-1952 rates.

During this past year, January 1958 through January 1959, the average of all spot radio time charges has risen 2 per cent. Rates on the national stations have shown the greatest comeback, and are up $2\frac{1}{4}$ per cent. The regional station rates have increased almost 2 per cent, and the local station rates are up approximately $1\frac{1}{4}$ per cent.

Between January 1958 and January 1959, radio stations in the Far West have boosted their time charges $4\frac{1}{3}$ per cent. In the East, charges are up $2\frac{1}{4}$ per cent; in the Midwest, $1\frac{1}{2}$ per cent and in the South, they are up almost three-fourths of 1 per cent.

Spot television rates, on the average, have more than tripled since the 1950-1952 base period. Most of this growth took place before 1957. Up to



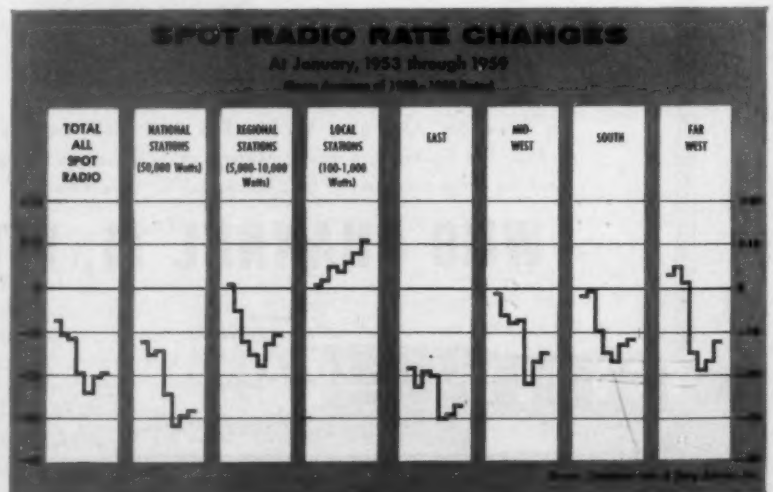
January 1957, the increases had been up to about 20 per cent each year. In 1957 the increase was 7 per cent, and 6 per cent in 1958.

The Advertising Cost Indexes for spot television are based upon a random sample of 90 VHF and UHF television stations situated in 35 states and the District of Columbia. These stations have within their coverage areas more than 90 per cent of all the U. S. homes with television sets.

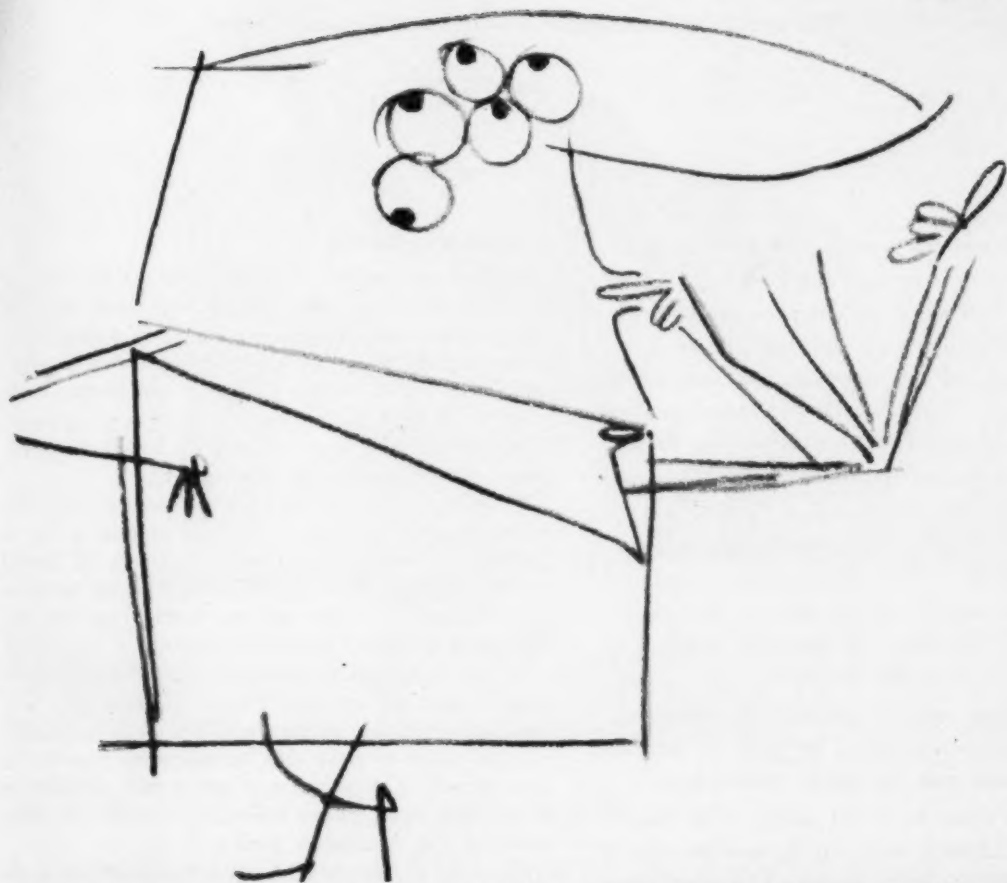
In every area of the country, the average rate of increases of the VHF stations has been higher than 200

per cent over the base period. In the East, VHF stations increased 230 per cent; in the Midwest, 275 per cent; in the South, 239 per cent; and in the Far West, 243 per cent.

During the past 12 months, the rate increases have been as follows: in the Midwest, VHF stations are up almost $8\frac{1}{2}$ per cent, close to 7 per cent in the Far West, less than 6 per cent in the East and more than 4 per cent in the South. Between January 1958 and January 1959, UHF (Ultra High Frequency) stations have raised their rates almost $1\frac{1}{2}$ per cent.



Which way does the wind blow?



WEATHER is news in Eastern Iowa, where frost bites bank accounts as well as fingers, and snow clogs feeding troughs as well as roads. "Rain by afternoon" means send the kids to the morning school bus complete with rain gear . . . and make hay in the north forty while the WMT stations shine.

Our weather radar installation permits WMT-TV camera viewing of storms in the making; in addition, it permits continual monitoring of the weather situation by weather-trained staffers. A direct wire to the Des Moines Weather Bureau serves us and our audiences with complete information on all conditions important to Eastern Iowans. We subscribe to a private weather reporting service whose details are WMTed six times a day, seven days a week. Special news correspond-

ents throughout Iowa (more than a hundred) frequently call in important or unusual weather news. Three wire services and two picture services provide our News Center with complete national and international coverage which of course includes weather.

Weather reporting is one of the reasons for WMT-TV's dominance of three of Iowa's six largest cities, plus coverage of well over half the tv families in Iowa—and one of the reasons that WMT Radio averages more audience than the combined total of all other radio stations located in our Pulse area.

The WMT Stations
CBS Radio and Television for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency
Affiliated with KWMT, Fort Dodge

Agency Network Wants More Comparative Media Data

14 agencies tell MEDIA/SCOPE their main problems in buying media.

To continue its survey of agency media-buying problems, MEDIA/SCOPE recently enlisted the aid of the National Federation of Advertising Agencies. The query, "What, in your opinion, are the three major problems in the selection and buying of advertising media that face you and other agencies today?" was submitted to its members by NFAA.

Of the 14 agencies that sent replies, 12 complained in one form or another of the lack of standardization of competitive and price information presented by media. Six of these complaints were directed specifically at media surveys allegedly biased "in favor of whatever publication happens to be making the survey."

The next most common problem shared by responding agencies concerned the lack of data on editorial content and its actual readership.

Twenty-two agencies in 16 states, from Massachusetts to California, make up the membership of NFAA. Individual agency replies giving their three main problems follow:

Lack Of Comparable Data

1. Lack of systematic and comparable data regarding circulation, readership and coverage.

2. Conflicting claims of superiority by media in a given field, particularly among business publications.

3. Lack of proof of editorial vitality.

Advertiser and agency needs in the field of reliable, valid, and current media information, particularly in the "intangible" areas of editorial content and *effective* readership, should be met by some central clearing house having *no* special or vested interests. This is a big problem for which there may be many possible solutions. NIAA-MDF in *present* form is not one.

JACK T. HOLMES & ASSOCIATES, FORT WORTH

Determining Market

1. The basic problem in media evaluation which must be solved before any other can be intelligently attacked is that of accurately determining where (a) potential customers and (b) secondary buying influences for the product can be found. Agency marketing and media people have this as their prime responsibility. Media representatives serve in their highest function in helping to supply this area of information to agencies.

2. Determining publication market coverage. Once the market has been determined, the next problem is one of intelligently comparing publication coverage to needed market coverage. Here, responsibility is in the hands of the publishers to provide accurate, standardized information on the readers of their publications.

3. Determining publication quality standards. There is a great need for the development of measurements of publication quality, together with the ready availability of information to make such measurements possible. By a more rational organization of media data, publications could make it much less difficult and costly to gauge editorial and circulation quality.

SIDNEY CLAYTON & ASSOCIATES, CHICAGO

No Common Denominator

1. Failure of media and agencies to develop a fair common denominator for comparing coverage of different types of media. Outdoor versus television versus newspapers, etc.

2. In the business press, a failure on the part of publications to present comprehensive facts on reader interest by product groups.

3. The failure of some newspapers in selected markets to adopt run-of-paper color.

HORTON, CHURCH & GOFF, INC., PROVIDENCE

Needed Comparison Data

1. Inability of media to supply needed data to facilitate comparison with competitors. For example, we would like to know audience division by stations for every county, for both radio and TV. We need reliable data that will be



PHOTOGRAPHED IN THE GOOD HOUSEKEEPING CHILDREN'S CENTER

Wash and Wear began with me

You hear more exciting things about this Wash and Wear business every day.

I'm an original customer, so I know.

My family doesn't wear the casual styles that I prefer, but I hear them talking about clothes a lot. Especially Mom, who pretty much decides what we all will wear.

Mom read about the standards Good Housekeeping set up to help dispel consumer confusion. She says that the money-back Guaranty Seal means just what it says, and she looks for it when she buys.

You're not alone, Pop told her one night, because this ad

in *Women's Wear* says 40,930,000 women are influenced by the Seal when they buy. Maybe, he said, women believe in it because Good Housekeeping's Textile Laboratory has just completed 24,164 tests on Wash and Wear.

Well, said Mom, I'm looking forward to their April issue because they are going to have more important news about Wash and Wear, and with prices the way they are I can't afford to make a mistake.

Hooray, said Pop, and kissed her.

They seemed so happy I didn't holler that it was time again to change my personal Wash and Wear.

Good Housekeeping

A HEARST MAGAZINE

Creates A Climate of Confidence for Your Advertising





BUSINESS SESSION at a national convention of the National Federation of Advertising Agencies held at New York's Waldorf-Astoria Hotel. During meetings, network members contribute thinking on problems common to all.

checked frequently enough to enable us to buy with confidence. We also need readership habits of newspaper readers county by county. While this information is readily available from large newspapers, we cannot compare this with similar data from small papers, because such information seldom exists.

2. Lack of qualitative studies to assist in comparison of the various media for a specific task in a specific area.

3. Lack of uniform readership studies for evaluating extent of interest in advertisements, broadcast, and print.

JAFFE-NAUGHTON-RICH ADVERTISING, MINNEAPOLIS

Lack Of All-Inclusive Circulation Information

1. Circulation information now reported is not all-inclusive. The type of circulation is of utmost importance and should be covered more completely.

2. Editors of special columns should be listed with other staff names, so that one can determine who runs the food column, shopping column, syndicated column, etc.

3. Many media people basing their finding on SRDS, and not being personally familiar with the markets, can be misguided. Personal knowledge and experience has to be coupled with facts and figures. Therefore, the training of personnel is of key importance in the media function.

NAT M. KOLKER, ADVERTISING. PHILADELPHIA

Credit

1. Our *one big* problem is that of credit and financial responsibility. Agencies are carrying too much of the

financial responsibility burden. Some means should be found by which media would assume more of this liability. I think that they should grant credit by account, rather than by agency, and that agency responsibility should be that of an agent. We should be primarily responsible only for the payment of media bills which the client has paid to us.

2. I would like to see more uniformly detailed circulation analyses published in SRDS, so that we could do a better qualitative job in media selection without having to maintain voluminous media data files.

3. Standardized financial statement forms used by media and media associations would be helpful. Every time we have to submit one, we have to turn the job over to our auditor because of the wide variation in the statement forms, and the different types of breakdowns they use.

HERSHEY-PAZTON COMPANY, DETROIT

Obtaining Unbiased Recommendations

1. Media are naturally motivated to present promotional materials which will sell themselves. Surveys are often so contradictory that they become meaningless. We have found our network membership extremely valuable in helping us obtain recommendations on local media in a distant market where we have representation through an affiliate agency. The local agency usually enables us to make a better buy for our clients than were we to depend upon the usual sources of information.

2. Lack of conformity of mechanical requirements.

Particularly in preparing trade schedules, we find it difficult to standardize the size of advertisements. Increased production costs caused by the variance from standard sizes reduce funds available for space.

3. Difficulty in comparing one medium with another. We find all too few tools at hand to help us compare the effective audiences claimed by the various media. How do you compare radio and TV ratings, magazine readership studies, and impressions from outdoor and transit advertising?

GERTH-PACIFIC ADVERTISING AGENCY, SAN FRANCISCO

Contradictory Data

1. Weeding out the facts from the mass of contradictory data put out by competing media.

2. Knowing which paper or magazine will do the best job without expensive testing.

3. Explaining to the client why the advertisement in the publication of our choice, based on the best media information, didn't pull.

GIL SAYWARD ASSOCIATES, FORT LAUDERDALE, FLA.

Criticism Of Branch Managers

1. Because our accounts have many branch operations, our choice of media is frequently criticized by branch managers whose experience with a given publication is of a purely local nature.

2. Circulation claims of various trade publications lead me to only one conclusion. The people allegedly receiving these trade magazines must do nothing but read them. It is inconceivable to me that the multitude of publications in some trades are all as thoroughly read as the claims indicate.

3. The only accurate way is to survey a given industry on its readership habits. Such a survey is too time-consuming, and the results are questionable.

HOOD, LIGHT & GEISE, INC., HARRISBURG, PA.

Fact Distortion

1. The desire on the part of all media to distort the facts so that they always appear to be the outstanding book in the field. I suppose this is normal when people are selling, but it is often difficult to try to reconstruct the actual facts. Certain publications will pick those two or three months in which they happen to be on top of the fold, and use those months as comparisons with all other books in their field. It is rare that we see comparisons on a full-year basis, except by those who lead the field on such a basis.

2. A secondary problem is the caliber of the representatives of a great many publications. Most of these men have forgotten that being helpful is often the best way of selling, and many office calls are simply social calls made so that they can be reported as calls after the reps return home. However, most media are very cooperative when information is asked of them.

ROMAN ADVERTISING COMPANY, ST. LOUIS

Lack Of Partnership Thinking

1. Lack of partnership thinking on the part of media men. Too many order-takers and routine callers.

2. Problem of buying for complete coverage or penetration with just so many dollars available.

3. Lack of standardization in media information and price presentation.

ARNOLD & COMPANY, INC., BOSTON

Lack Of Editorial Data

1. Not enough data offered on the type of editorial matter featured in the publication. We would like to know what particular subjects are treated over a period of one year, and what percentage is given to each subject. For example, in a publication like *Domestic Engineering*, or some similar book, we would like to know how much editorial matter is devoted to the remodeling of bathrooms, or the number of articles featuring sump pumps as against faucets, etc. In other words, what is the exact make-up of the editorial? Is it mostly short publicity puffs, or is matter made up of feature stories of interest to the particular readers?

2. We have no true indication of a magazine's growth in relation to the growth of the market. Thus a book in the electronics field should be growing very rapidly. If the industry's growth is 200 per cent, has the magazine kept pace, or is it just plodding along at the old circulation figure? We would like to know the number of advertisers, the types and amounts of their advertising, and what this growth has been since the magazine started.

3. We have been confused as to how publications get their circulation. Was the paid circulation attained on a "cheapie" basis in which a ten-year subscription was purchased for \$1.00? Is the circulation on a hit-or-miss basis in which copies are scattered to all corners of the globe regardless of who is to be reached? Too often publishers send five or six copies to an agency or company when one copy would do the job. We need to know the depth of circulation, and what particular type of reader is reached.

MAERCKLEIN ADVERTISING, MILWAUKEE

Time-Wasting Visits

1. Too many personal time-wasting visits by representatives with same information every time.

2. Evaluation of overlapping publication.

3. More information on forthcoming editorial content would be useful.

SCHNEIDER, CARDON, LTD., MONTREAL ■

BARTON RECEIVES AWARD

Its Annual Achievement Award has been presented by the League of Advertising Agencies to Roger Barton, editor of *MEDIA/SCOPE*. The award was made at the League's annual dinner in New York in January. The award was made for Mr. Barton's contributions in editing, writing, and teaching over the past 15 years to the progress of advertising agencies. The League is composed of 106 medium-sized and small agencies, chiefly in New York City and its area.

AND WHATEVER HAPPENED TO COLOR TELEVISION?

Some believe the Lawrence Tube will help the industry to break out of the doldrums.

COLOR TUBES moving down the production line at RCA's Lancaster, Pa., plant. Are there viewers waiting at the other end?



TV WILL GIVE you sight, sound and motion. Add a radio in the right spot, and it can even give you stereophonic sound.

But, with the exception of possibly 435,000 lucky U. S. homes, it won't give you color—not yet, anyway—in spite of science, the more than 300 stations equipped to broadcast color, and NBC's 668 hours of color programming broadcast in 1958.

Why?

Ask the man who doesn't own a color set, and he'll probably tell you sets cost too much. True, from the standpoint of many a consumer.

But RCA, a leading defender of the faith, says that set price is not the first, nor even second reason for the medium's treading of water. RCA's position is that scarcity of color programming and the fact that only 35 per cent of the public has ever seen any are the main factors keeping color on the ground. And, says RCA, most of this 35 per cent represents viewing under poor conditions; in dealers' windows, or on

fast guided studio tours.

But the masses can't see color until there are more sets. They won't buy more sets until there's more tinted programming. And, so far at least, advertisers have shown few signs of parting with more dollars.

Nevertheless, optimists at RCA (and NBC seconds the motion all the way) tell us that color TV is not caught in a revolving door. NBC is providing more color shows this year than ever before.

An average of two hours daily is scheduled "to reach the greatest possible number of viewers at the most convenient hours," in the words of Robert W. Sarnoff, NBC's chairman of the board. "There will be color every night, on weekday afternoons, and a solid two and a half hours of it on Sunday evening alone."

But while there's more color on NBC than ever before, there's less on CBS. And nothing at all on American.

However, color leaders also point to color set sales rises during the late recession. While black-and-white

sales dropped, color sales in 1958 were 30 per cent ahead of 1957, according to Mort Farr, chairman of the National Appliance & Radio-TV Dealers Association. RCA reports, too, that its cheapest (\$495) color sets were *not* the leaders in this sales gain.

Nevertheless, it still seems that this high set price has a good deal to do with the old no sets-no sponsors-no shows-no sets treadmill. Can these set costs be brought down?

"Yes," says RCA, "if the rest of the industry will participate."

This means that it would help if other set manufacturers would tool up, start turning out color sets, and help sell them to the public. When enough people own them, all their friends will want one, and unit costs will dive via mass production, it is maintained.

But, "the other manufacturers" are dragging their feet when it comes to producing color sets. RCA has even gone all the way and offered blueprints and patent privileges free to

nothing dishes up sales like

AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

Whatever you sell, wherever it's sold, nothing directs prospects your way like AWHERENESS! And nothing builds AWHERENESS like the Yellow Pages—the buyers' guide that tells your prospects where to find your product or service. For the manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes

prospects aware of his local outlets. For the local business man, Yellow Pages advertising makes the community aware of the products and services he offers.

The Yellow Pages man will help plan an AWHERENESS sales program for your needs. Call him at your Bell Telephone Business Office.



the other manufacturers, with no strings attached. Still, little happens.

Ross Siragusa, president of Admiral, says that the "profit-hungry networks" are to blame for the static situation in color, because they don't put more of it on the air.

Motorola makes some, too, but tells MEDIA/SCOPE that sales for 1958 and prospects for 1959 are below 1957 sales, "primarily because color television doesn't seem to be worth the cost differential to the average consumer." And this is why Motorola doesn't make more sets now, though Tom Golden, manager of the firm's marketing research department, says "we are planning to be at the market place with our 'popular priced' set as soon as the state of the art will allow."

Other firms that have produced color sets in limited numbers are Emerson and Hoffman. Here, again, the stress is on "limited numbers."

Can set costs be brought down if the industry will not participate all the way?

Enter: A ray of hope from the stable of an almost forgotten dark horse. Remember DuMont Laboratories and the Lawrence Tube? The Lawrence Tube is a single-gun electron tube that is reputed to be less complicated and less expensive to produce than the RCA triple-gun design, which sprays three streams of electrons at the screen to produce the color effect.

Here's the status of the Lawrence Tube today, according to a man in a position to know. He is Borge Hansen-Moller, president of Chromatic Television Laboratories, a division of Paramount Pictures.

Chromatic has signed up Allen B. DuMont Laboratories to "engineer the Lawrence Tube for assembly line production." Mr. Hansen-Moller didn't give a close estimate on when the new tube will be available, but he held out hope for next summer.

Lawrence Tube Tests

That the tube works is not questioned by engineers on the inside. Aircraft-electronics firms, with no apparent connection with Paramount, Chromatic, or DuMont, affirm that custom-made models of the tube exist and work well, at least in ground approach control equipment for aircraft. However, these are custom-made tubes, and production expense is justified only by lives saved at

airports. The point is, that the tube works.

The remaining question is: Can it be mass-produced?

Mr. Hansen-Moller says "Yes."

When past claims for the tube are brought up by skeptics, Mr. Hansen-Moller explains: "Too many people have made too many claims too often about the Lawrence Tube, and unfortunately, all kinds of misconceptions and rumors have leaked out that have no bearing on fact. Because of this, we aren't making any predictions as to when the tube will be available. We shall announce it only when we are ready to demonstrate working sets, capable of assembly-line production to set manufacturers.

"Present plans do not include set manufacturing by Chromatic or by Paramount, but these plans are subject to change. Chromatic is presently a holding company, and, when ready, will license any interested manufacturers willing to pay our price."

Other facts about the tube, according to Mr. Hansen-Moller are: Once assembly-line procedures are perfected by DuMont, the tube can be brought in for no more than \$85. A less expensive model is possible.

"Independent" engineering sources (who work with the Lawrence Tube in aircraft control) also believe that mass production problems can be solved. C. Frederick Wolcott, technical consultant to Gilfillan Brothers, Inc., says that the chief problem involves alignment of color switching grid wires with respect to the faceplate. The problem is one of achieving mechanical symmetry of the faceplate and electron-optical symmetry with respect to the phosphor strips. Other problems, which, Mr. Wolcott says, have largely been solved, include electron gun alignment and designing the plane grid structure to be used with a faceplate having significant curvature.

This is not to say that sets will be available to viewers at this point. This will depend entirely on the reaction of manufacturers. The \$85 is only the price of the tube, sans cabinet and circuitry. But it should enable sets to be sold to consumers on a competitive basis with the higher priced black-and-white sets. However, Mr. Hansen-Moller concluded that "they will probably never be as cheap as medium priced black-and-white sets."

*Media/scope's
circulation
is 94%
concentrated
among the
people who
actively
buy and
select space
and time*

Mediascope

*concentrates
your
advertising
on
advertising
buyers*

7,096,366

Every issue of TV GUIDE since December 27 has sold more than seven million copies.

Publisher's estimate for the January 31 issue shows 7,096,366 copies sold.

No other weekly magazine has ever approached such circulation stature. No other magazine anywhere has ever won such wide acceptance so quickly . . . TV GUIDE has yet to mark its sixth birthday. It is by far the fastest-growing magazine in America.

Although the growth of TV GUIDE has been swift, it is not difficult to place the magazine in perspective. A year ago, its circulation was parallel with that of the other giant weeklies. Today TV GUIDE sales exceed the guarantee of the next largest weekly magazine by more than a million copies per issue!

Single-copy sales are the most generally accepted criterion of continuing reader interest. They account for 78% of TV GUIDE circulation. Food outlets produce more than half of TV GUIDE's single-copy sale.

All this helps explain why TV GUIDE is becoming a top-of-the-schedule buy for more and more major advertisers . . . and why dollar volume of advertising published and ordered so far this year is 52% ahead of the corresponding figure for 1958.

Best-Selling Weekly Magazine in America . . .



Are Posters Designed To Sell Where There Is The Best Chance?



By T. Norman Tveter,
Marketing and Research Director, St. Georges & Keyes

MODERN shopping centers have concentrated retailing into thousands of *high spot* sales areas. Literally millions of families again "hitch up the old buckboard," stock up once a week, then buy the weekly odds and ends at the corner delicatessen.

Today, the expansion of shopping centers has greatly changed America's buying habits. Advertisers must now channel their efforts into concentrated buying areas. These two truths are everywhere evident. The need to channel sales efforts has grown up with and around us, with, perhaps, a lack of complete awareness by the three groups most concerned: manufacturers, advertising agencies, and outdoor plant operators.

It is interesting to note that the trend toward clustering, as evidenced by shopping centers, shopping strips, used car dealers, and others, has been carried inside the supermarket right to the retail counter. Concentration in selling must be matched by concentration in marketing, advertising, and sales promotion.

This concentrated buying concept is wide-spread. Auto sales efforts have grown into supermarket tactics, where you take your choice, domestic or imported, large or small. Department store concentration in shopping centers or department store areas is growing more numerous. Motion pictures have left the neighborhood theater for concentration in entertainment areas when the show is on all four corners. Even newspapers sell better in shopping areas.

This means that, today, territory sales development is different from what it was. Sales coverage and sales methods must be modernized. New terms and conditions for handling goods must be dealt with. And, for many manufacturers, the chain store manager cannot really be reached except through the headquarters buying committee and testing laboratories. Lost to many manufacturers is the personal endorsement of the proprietor or his clerk, for the order of the day is: get it out on the counters and into the bins, the shoppers are pushing down the aisles!

Selling Sales Pressure

This revolution in the distributing pattern, in shopping and retailing practices, is an accomplished fact. Has outdoor advertising kept pace? What combinations of 24-sheet . . . three-sheet . . . six-sheet . . . paint . . . or spectacular can be put together to deserve the title, "*Designs for Profit?*"

Are we selling sales pressure where it now belongs to cover millions of customers who no longer travel the same old route to the little corner store? The day for specialization in showings is here. Modern outdoor calls for progressive uses of different types of units. *For example*, to develop distribution for a new food product, a combination of 24-sheets and six-sheets could do the best job with the *point of purchase six-sheets* concentrated in and around these key supermarket areas to sell the manager, the clerks, and the shoppers.

To build a new local laundry route

place six-sheets two months ahead (of opening day) along the proposed route of the laundry pick-up. At the beginning of the third month send a driver on his route making calls while the six-sheets' copy says he'll be here to serve you on X date.

To help sell automobiles, flood your local market (automobile row) with six-sheets and paint to send the lookers to your dealer and your car.

As for movies, six-sheet showings one-half mile around the theater or along roads to the drive-in will fill the seats.

All this and more spells "*Design for Profit*," with every poster *located* and *designed to sell* where it has the *best chance to sell*, in the area near the location of the product which is being sold.

Sales Patterns Changed

With marketing and retail sales patterns completely changed, can media selection practices stay behind? Or do we re-design now to seek profits in the all-important concentrated sales areas where profits are being taken?

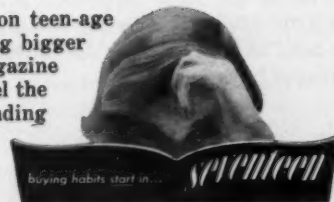
The ways and means to meet the challenge of today's shift in selling already exist. Six-sheets and paint have the locations that will reach more shoppers; not necessarily always more people—but more shopping prospective customers. They sell where your distribution is or where you want it to be. Today you can have custom-built showings to eliminate sales problem areas. Design and sell for bigger profits where they are. ■

LOVE ME



LOVE MY *seventeen*

If you have a product to sell, you'll love this girl. She represents a \$4 billion teen-age market—the market that has come of age in a great big way and is growing bigger every day. If you want to win this market, you'll love SEVENTEEN. For this magazine and its readers are devoted to each other. They think the same thoughts, feel the same emotions, speak the same language. They enjoy a depth of understanding and mutual admiration that is unique. No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women!

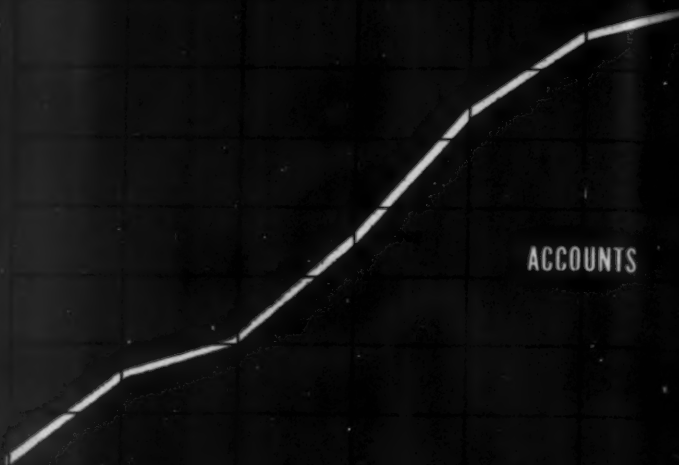


it's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-6100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

7-year advertising growth pattern

(Media advertising volume only)

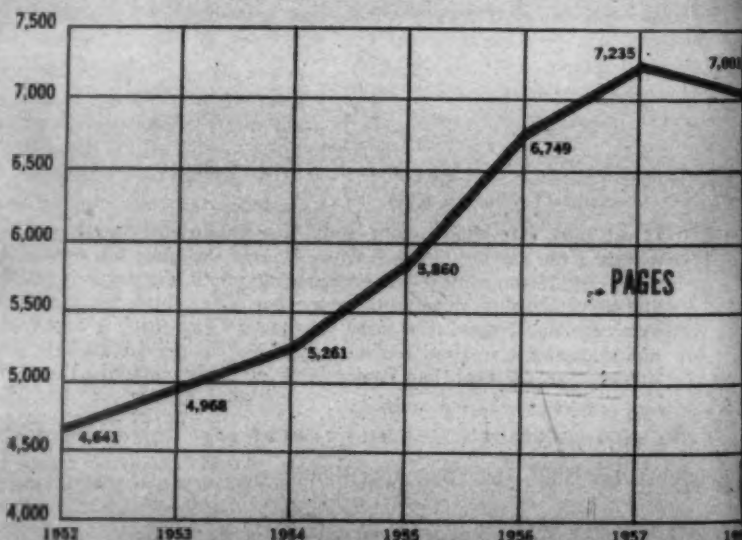
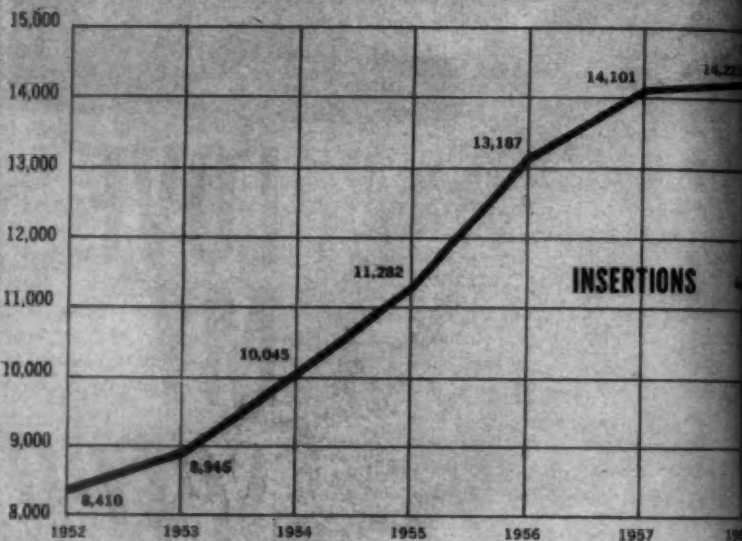


Reflected in this growth pattern is the increasing employment, by media owners, of a modern marketing concept which adds force to all of their selling actions by tying in with a buying action common to buyers, everywhere... their habitual and repetitive use of their "classified directory."

Two thirds of the publishers and station owners whose promotion programs include no space advertising in editorial-type periodicals, do use space in SRDS to be sure of representation every time their medium or their market is under consideration.

And of all media that use space in advertising periodicals, the majority use Service-Ads in SRDS to counteract competitive tactics with adequate information dominantly, and constantly in evidence at the time and place of media comparison.

The trend, for years, has been toward thinking like this: "No matter what else we do in our sales promotion program, we'll run informative Service-Ads in SRDS to help us sell the way the advertising business buys."



Now you can be sure*

"Properly conceived
sales messages,
strategically placed
in SRDS,
motivate buyers of advertising
to initiate placement
of schedules"*

* sources:

Surveys by:

Petroleum Week
(McGraw-Hill Publishing Company),

WJAR-TV (Providence),

KNX (Los Angeles),

Popular Mechanics (The Hearst Corp.).

Interviews and letters (media
owners and their representatives),

Hopper Company Research calls on
advertiser and agency personnel.

SRDS agency research.

*With your informative, strategically
placed Service-Ad in SRDS*

you are there
selling by helping people buy



SRDS Standard Rate & Data Service, Inc.

1740 Ridge Avenue, Evanston, Illinois
the national authority serving the media-buying function
Walter E. Botthof, Publisher
Sales Offices — Evanston, New York, Los Angeles

M^{*}ARKETIZING at work for Armour

We salute this hard-working marketizing* program, planned by the Armour Chemical Division for 1959:

- 115 pages of advertising in 7 publications
- 42 direct mailings to various industrial markets
- catalog distribution in CHEMICAL MATERIALS CATALOG
- ads and promotion cross-referencing to this CMC catalog
- participation in 4 trade shows
- preparation of special sales aids

Like a razor with a new blade

... a selling program will only do a smooth, thorough job when it is complete. When marketizing* chemicals and raw materials, make sure that all of the most productive sales channels are being used—including effective distribution of your catalog in CMC... with cross references in your other print media promotions.

You reach an influential research and development audience, responsible for important purchasing and specification in over 12,000 plants, when your catalog is in CMC. It serves their reference needs first and best... day after day... all year long.



MARKETIZING... a method of developing industrial sales and product acceptance through the coordination of sales strategy — advertising — direct mail — and effective catalog distribution.



CHEMICAL
MATERIALS
CATALOG

for
chemicals
and
raw
materials



REINHOLD PUBLISHING CORP.
430 Park Ave., New York 22, N. Y.
For complete information,
consult our "tell-all" pages in SRDS

ODDS AND TRENDS:

"As advertised in"

By Lionel M. Kaufman

SOME TIME ago, I stopped at an independent grocery store, and was interested to see a counter-card on a cereal "as advertised in *Sunset Magazine*."

What interested me was that the store was in the Westchester suburb of Hartsdale, N. Y. — several thousand miles from *Sunset's* circulation area.



"Where did you get this?" I asked the dealer.

"A man came in and asked me to put it up," he said.

"Did you ever see a copy of *Sunset*?" I asked him.

"Don't ask me any questions," he replied.

I suppose if anyone had looked further, he would have found an ambitious young merchandising man with some extra cards to get rid of, and a determination to do so, even though his vacation was coming up. And a tired grocer, with an ambitious young merchandising man to get rid of, and a determination to do so, even though it meant displaying a card to tie-up with a magazine that was several thousand miles out of bounds.

Aim of Merchandising

The only reason it's worth noting here is that this little incident carries a moral. Such things couldn't happen, if the merchandising operation hadn't gotten to the point where its be-all and end-all are to print up material and to place it in the stores.

And that wouldn't be happening, if the one in position to give the merchandising job its true significance—the advertiser—were handling it himself, instead of dropping it into the laps of a number of assorted media.

But, of course, that wouldn't be happening, if media men, though they deplore the merchandising demands of their advertisers, and occasionally even call them by such harsh names as "rebates," weren't

using these demands as a method of outbidding the other fellow in their rate-card-game.

There's no use in denying it, merchandising has kept horse-trading alive in a business that thought it had everything written down in Standard Rate & Data.

The pace-setting media, of course, are strong enough to put even merchandising down on paper—and to use the same piece of paper for all advertisers. A top national magazine I know has worked out a regular "point system," which translates the space an advertiser is using into the merchandising service it entitles him to. Anything over and above that the advertiser pays for.

What's Left to Sell

When you do that, all you have left to sell is circulation, and cost-per-M, and editorial content, and other such things.

But we can't all be on top of the heap. How are the also-rans going to live, if they can't change the subject when these unpleasant comparisons come up, and throw in a few off-the-rate-card concessions?

You're going to see more such activity now, with the coming of these multi-page inserts that the national magazines are fighting for. These inserts usually set up special deals at the retail level, and that, of course, is merchandising territory. The competition's already getting so rough here that a friend at one of the top national magazines said to me recently "Those multi-pagers aren't sold today; they're bought." ■

VIDEODEX NATIONAL RATING ANALYSIS

January 3-9 — Top Five Programs Daily*

SUNDAY

Show	Rating	Network	Sponsor
1 Loretta Young	35.5%	NBC	Procter & Gamble
2 Maverick	32.2	ABC	Kaiser
3 Chevy Show	30.9	NBC	Chevrolet
4 Alfred Hitchcock	28.3	CBS	Bristol-Myers
5 G.E. Theatre	27.7	CBS	General Electric

MONDAY

1 Danny Thomas	37.1%	CBS	General Foods
2 Desilu Playhouse	35.5	CBS	Westinghouse
3 Goodyear Playhouse	30.1	NBC	Goodyear
4 Wells Fargo	29.8	NBC	American Tobacco
5 Ann Sothorn	28.4	CBS	General Foods

TUESDAY

1 Wyatt Earp	33.1%	ABC	Procter & Gamble
2 Rifleman	31.6	ABC	Procter & Gamble
3 Naked City	28.8	ABC	Brown & Williamson
4 Sugarfoot	28.4	ABC	American Chicle, Ludens, Johnson & Johnson, Armour
5 Garry Moore	28.1	CBS	Revlon, Kellogg

WEDNESDAY

1 Wagon Train	36.2%	NBC	Ford
2 Bat Masterson	31.1	NBC	Kraft Foods
3 Circle Theatre	29.5	CBS	Armstrong Cork
4 Milton Berle	29.2	NBC	Kraft Foods
5 I've Got a Secret.....	27.0	CBS	R. J. Reynolds

THURSDAY

1 Real McCoys	32.7%	ABC	Sylvania
2 Tennessee Ernie Ford.....	30.4	NBC	Ford
3 Behind Closed Doors.....	29.5	NBC	Liggett & Myers
4 Zane Grey Theatre.....	28.8	CBS	S. C. Johnson
5 Zorro	28.3	ABC	A. C. Sparkplug

FRIDAY

1 Phil Silvers	29.1%	CBS	R. J. Reynolds
2 77 Sunset Strip	28.0	ABC	American Chicle
3 Lineup	27.7	CBS	Procter & Gamble
4 M Squad	26.7	NBC	American Tobacco
5 Thin Man	25.6	NBC	Colgate-Palmolive

SATURDAY

1 Perry Como	38.3%	NBC	Noxema, Kimberly-Clark
2 Gunsmoke	37.5	CBS	Remington Rand
3 Have Gun, Will Travel.....	32.4	CBS	Whitehall
4 Perry Mason	30.8	CBS	Gulf, Hamm Brewing
5 Wanted Dead or Alive.....	26.4	CBS	Brown & Williamson

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Media/Scope, March, 1959



BRISTOL-MYERS gives over twice as much business to CBS Radio as to the one other network it uses. To put more muscle in the message, of course! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

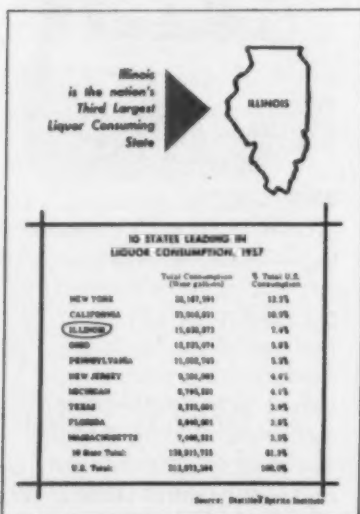
CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

MARKET STUDIES OF THE MONTH

The American Girl. A survey among 6,256 teen-age girls indicates that brands of many product categories are purchased because the girls either buy them or request the brands themselves. More than 20 per cent of the girls said that they had read the last issue of *American Girl*, and of these, 45 per cent reported influencing the brand of cake mix purchased. Some 77 per cent of the girls bake or cook, with cakes, cookies, and pies leading the list of items. More than half cook once or twice each week.

Chicago Tribune. A 68-page guide to liquor and beer sales in a five-state "Chicagoland" market, accounting for 16 per cent of U. S. liquor consumption, and 20 per cent of U. S. beer volume, summarizes the potentials and drinking preferences of the area. In metropolitan Chicago alone, says the guide, more than \$520 million worth of liquor and \$200 million worth of beer is consumed annually. Some 83 per cent of metropolitan Chicago's liquor purchases are made by upper- and middle-income families, "those with greatest discretionary spending power."



Merchants Trade Journal. A "Forecast Survey" of U. S. department stores shows 83.4 per cent expecting an increase in their business during 1959, and only 10.5 per cent expecting a decrease. And 83.5 per cent were optimistic about the over-all U. S. business trend this year. More than half of the department stores replying to the survey plan to promote credit business this year, while 19.5 per cent say they will discourage it. Results are broken down by nine geographic regions and 11 com-



modity departments, and are compared with the forecasts for 1958 and 1957. Purchase plans by brand for business machines, store fixtures, store fronts, new buildings, and air conditioning are also covered.

The Cincinnati Enquirer's "1958 Top Ten Brands" study includes data on the Cincinnati market, 132 product categories, individual brands, and competing newspapers. Profile data for individual brands are also on punch-cards, and, as in the survey, relate individual brand preference to income, age, and occupation of head of household, and number of persons in the household. This information is also related to the ABC city, the balance of the 19-county Cincinnati market, and to circulation of Cincinnati newspapers.

Good Housekeeping. A consumer survey on footwear and hosiery worn by women, teen-age girls, and children, indicates brand preference, buying patterns, and usage of shoes, slippers, protective footwear, stockings, and socks. Returns from the magazine's Consumer Panel indicate that more than 70 per cent own at least three pairs of street shoes, and 69 per cent own three or more pairs of dress shoes. Most women buy six pairs of shoes annually, with pumps the most popular style. Some 68 per cent of the teen-age girls shop for shoes with Mother.

The Minneapolis Star and Tribune have produced two new surveys. One is "Minnesota Homemaker Survey No. 11," covering 86 product categories, including five treated for the first time: room deodorants, disinfectants, frozen fruit juices, French dressing, and scour-

ing pads. Brand preference among top ten brands and residence of purchasers is given for all Minnesota, and for Hennepin County, for each year from 1954 through 1958 for each product category. Second study is "Mr. Minnesota," covering 34 subjects including buying habits, interests, recreation, and product use among Minnesota's adult males.

A. C. Nielsen Co. "Planning Your Marketing Operations for 1959 and the Years Ahead" relates trends of U. S. grocery store sales to such factors affecting competitive gains as new product introduction and broadened brand distribution, and to such loss factors as competition from price brands, changes in product, and inadequate promotion. Best brand sales gains are attributed to product improvement aided by increased advertising allotments and basic changes in advertising appeals. Major brands are said to be a three-to-one favorite over "minor brands."

Engineering and Mining Journal. The "1959 Marketing Guide" shows the dollar value of production of 19 major metallic and nonmetallic minerals for the U. S., Canada, and the world. U. S. production, consumption, and export figures for 12 minerals are given, as well as listing of the number of mines producing major metals in each state, with tonnage and estimated dollar values. U. S. mineral production for 1957 was \$4.3 billion, out of a world total of \$15.4 billion, according to the "Guide."

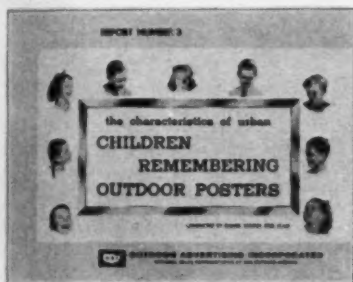
Scripps-Howard Newspapers. The twelfth "Grocery Product Distribution Survey" covers all brands of 67 product



MEDIA STUDIES OF THE MONTH

categories having more than 10 per cent distribution in any of the 13 markets studied. Percentage of each brand's distribution represents a geographic cross section of all types and sizes of grocery stores in these markets, served by Scripps-Howard newspapers: Albuquerque, Cincinnati, Cleveland, El Paso, Evansville, Fort Worth, Houston, Indianapolis, Knoxville, Memphis, New York, Pittsburgh, and San Francisco. Several non-grocery items, also sold in grocery stores, such as alcoholic beverages, drugs and cosmetics, and kitchen appliances and utensils are also reported.

Outdoor Advertising, Inc. A Starch study of children's memory of outdoor posters indicates that eight out of 10 urban youngsters between five and nine years old do remember current posters. The survey, conducted in markets of more than 2,500, shows that memory increases with age, with 89 per cent of the nine-year-olds remembering posters. Percentage of children remembering is broken down by region, sex, and market size.



J. Walter Thompson Company. A 39-page report, "The Alaskan Market," provides information on population and its distribution by city and market size, by age, and occupation. Races and educational facilities are also discussed, as are the geographic and climatic characteristics of our newest state. The report also describes Alaska's potential power sources and manufacturing and communication industries as well as fisheries, livestock, agriculture, and mineral and forestry resources. Cities are classified into five market classifications, based on gross business volume during 1957 and the section on "Consumption and Distribution" shows retail sales for the years 1948, '54, and '57, and retail sales by incorporated cities and towns, as well as retail trade and number of stores by type of business and leading cities. The report lists Alaska's "Four Markets" as the "civil con-

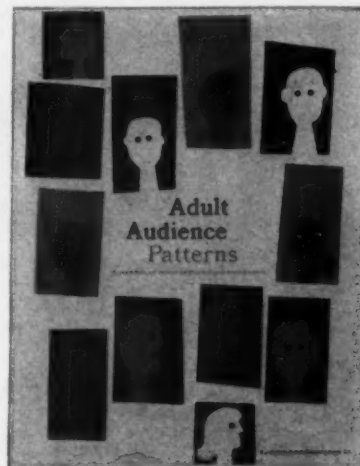
sumer, military consumer, civil public construction, and military construction markets." Estimated total volume for these "Four Markets" is \$310 million. The appendix includes a listing of radio and television stations, and circulation data on some 20 newspapers and 60 magazines and newspaper distributed magazines.

WOR Radio. A Pulse study of the metropolitan New York housewife relates grocery shopping to radio listening and newspaper advertising exposure. Housewife audience comparisons are made between stations with "varied program formats" and "music and news formats." According to the shopping section of the survey, some 4.4 million metropolitan New York housewives spend more than \$102 million each week in food and grocery stores, and more than half of them shop each day. Shopping is spread throughout the day and throughout the week with no single concentrated shopping periods. Nearly 50 per cent of the housewives listen to the radio within three hours before shopping, says the report.

Northwest Daily Press Association. A pilot study for the *Mankato* (Minnesota) *Free Press*, that may serve as the basis for similar studies for its 41 other "middle market" newspaper members, surveyed readers on their opinions of which media carry "the most truthful advertising." The study also covered reading, viewing, and listening habits, brand share data, advertising readership, and demographic characteristics of readers within the ABC City and Retail Trading Zones.

Radio Advertising Bureau. A Pulse survey of radio and television audiences in 27 markets indicates that

adults do some 94 per cent of all food and grocery buying. An RAB booklet, "Adult Audience Patterns," based on the survey, reports that 85 per cent of all radio listeners, night or day, are adults. An hour-by-hour listening versus viewing breakdown shows comparative adult audiences of radio and television throughout the broadcast day. Markets covered account for 41.5 per cent of U. S. retail sales and more than 38 per cent of all U. S. homes.



Television Bureau of Advertising. A Pulse study of TV viewing in Huntington, W. Va., showed that 41.8 per cent of the respondents remembered seeing a 20-second animated commercial scheduled over a six-days' period in November. Viewing was determined by showing respondents two stills from the test commercial, shown by two Huntington stations during the test period. Of those who remembered seeing the commercial, 93.7 per cent were able to recall material from it.

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): _____

Your Name: _____

Company: _____

Address: _____



The Harvesting

... of sales is most profitable for the advertiser of grocery products in the Chicago Daily News. The News, as the top choice of food retailers for their own advertising, paves the way for volume retail distribution — encourages tie-in copy — secures maximum consumer impact in Chicago's largest guide to food shopping.

Again this past year, as usual, the Daily News not only led every Chicago daily, but every evening paper in the nation, in volume of food advertising — in food linage from the retail outlets, in general food linage and, of course, in total food linage.

**USE THE POWER OF THE "NEWS";
CHICAGO'S HOME NEWSPAPER**

Advertising Cost Index

Reported by Harry J. Johnson

JANUARY

Ad Rate Changes:

January 1958 to January 1959

Print Media



Business Publications

In January 1959, space costs in the average business publication advertising campaign were 4.04 per cent higher than they were in January 1958. During the 12-months' period, January 1958 through January 1959, circulation increased 1.5 per cent, and cost-per-thousand-circulation increased 2.5 per cent.



Consumer Magazines

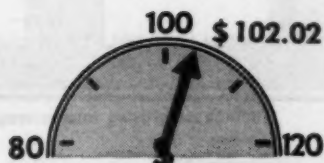
In order to repeat the typical consumer magazine schedule of January 1958 in January 1959, the advertiser had to add \$4.42 to every \$100 he allocated to consumer magazine space costs the previous year. Consumer magazine circulation has gone up about 1 per cent, and cost-per-thousand-circulation is up almost 3.5 per cent.



Daily Newspapers

For every \$100 invested in space for the average daily newspaper schedule of January 1958, the advertiser had to increase his appropriation \$2.88 to repeat the identical schedule in January 1959. Daily newspaper circulation has declined 1.3 per cent during the past 12 months, producing a rise in the cost-per-million-circulation of 4.25 per cent.

Broadcast Media



Spot Radio

Within the 12-months' period, January 1958 through January 1959, the average spot radio schedule cost the advertiser \$102.02 for time allocations, compared with \$100 invested in this same schedule 12 months earlier.



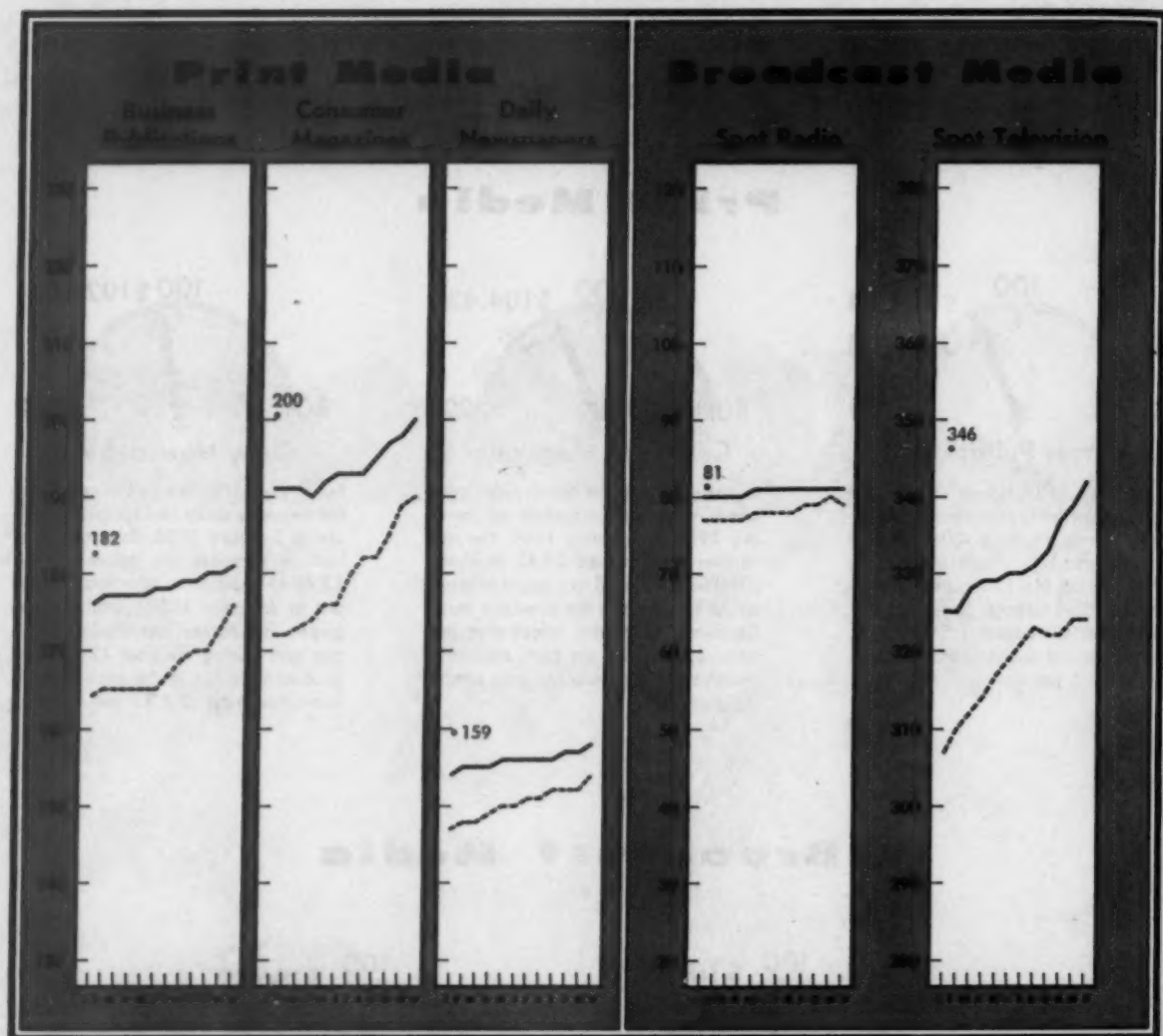
Spot Television

To duplicate the identical schedule of January 1958 in January 1959, the advertiser had to increase his allocation for spot television time charges \$6.09 for every \$100 spent for spot television time the previous year.

Note: in all meters \$100 = unit cost for January 1958

Ad Rate Indexes:

Long-term Trends



1947-49 advertising rates averages = 100

— 1959
- - - 1958
· · · 1957

1950-52 advertising rates averages = 100

— 1959
- - - 1958
· · · 1957

Business Publications

Business publication space costs were 82 per cent higher in January 1959 than they were during the base period, 1947-1949. Circulation has risen 44 per cent during this time span, and cost-per-thousand-circulation is up almost 26.5 per cent.

Consumer Magazines

Space costs for consumer magazines in January 1959 were double what they were during the 1947-1949 period. At the same time, circulation has gone up about 47 per cent and cost-per-thousand-circulation has risen 36 per cent.

Daily Newspapers

Since the 1947-1949 base period, daily newspaper line rates have risen 59 per cent. Circulation is now 5 per cent

greater than the base period, and cost-per-million-circulation is up 51 per cent.

Spot Radio

Since the base period, 1950-1952, spot radio time charges have declined 19 per cent. During most of 1958, spot radio rates, in the aggregate, rose only slightly. A year ago, January 1958, spot radio rates were 20 per cent below the average of the rates during the base period.

Spot Television

Spot television time charges in January 1959 were 246 per cent higher than they were during the 1950-1952 base period. A year ago, January 1958, rates were 225 per cent above the base.

Source: Standard Rate & Data Service, Inc.

Source: Standard Rate & Data Service, Inc.

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arges
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base
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A 2959

XI



SOMETHING MISSING



... LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying income of more than \$2.9 billion
- ✓ More people than each of 18 entire states
- ✓ Not covered by San Francisco and Los Angeles newspapers

For daily reading material, people in California's pleasant and prosperous inland valley select their own daily Bees. Shoreline newspapers simply don't have anything for them. Tell these receptive people about your products and services in the three Bees; it's the only way to concentrate your message here.

Data source: Sales Management's 1958 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES ... O'MARA & ORMSBEE

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



McClatchy gives national advertisers three types of discounts ... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Scope on People



EDUCATION: Robert E. Flood, right, assistant manager of D'Arcy Advertising's outdoor department, positions outdoor on the media totem-pole as Ernest T. Rogers of Outdoor Advertising, Inc., looks on. The two teamed up for a lecture on outdoor before students of the University of Missouri School of Journalism, part of a series marking the J-school's fiftieth anniversary.



SILVER QUILLS: Duplicate Silver Quill awards "for distinguished legislative service to business and industry" were awarded to House Speaker Sam Rayburn, and ex-Speaker Joseph W. Martin, Jr., at the eighth annual State of the Nation dinner sponsored by National Business Publications. Senate Majority Leader Lyndon B. Johnson made the presentations. To Mr. Martin's left is NBP board chairman Richard P. Smith, W.R.C. Smith Publishing Company.

EYESHAD SALOON, theatrical dressing at the Chicago office for showing SEP's "Influential" and "Ad Page Exposure" film, "Showdown at Ulcer Gulch," drew more than 450 Chicago advertising executives in February. Inducting Ted Jardine, vice president, J. Walter Thompson, into the Ulcer Gulch Ad Club are from left, Gene Davis, vice president and Western Manager, The Curtis Publishing Co., and Frederick Lamb, publication manager, *Saturday Evening Post*.



FRED MANCHEE (left) presents a copy of his latest book, "The Huckster's Revenge" to BBDO's President Charlie Brower. In return, Mr. Brower hands the retiring executive vice president a silver plate commemorating his 30 years with the agency.



RADIO SALESMEN of H-R Representatives, Inc., have been equipped with wrist-alarm watches to hold down the amount of media buyers' time they take up on sales calls. James M. Alsbaugh, vice president of H-R, demonstrates the watch to William E. Matthews, vice president and director of media relations, Young & Rubicam.



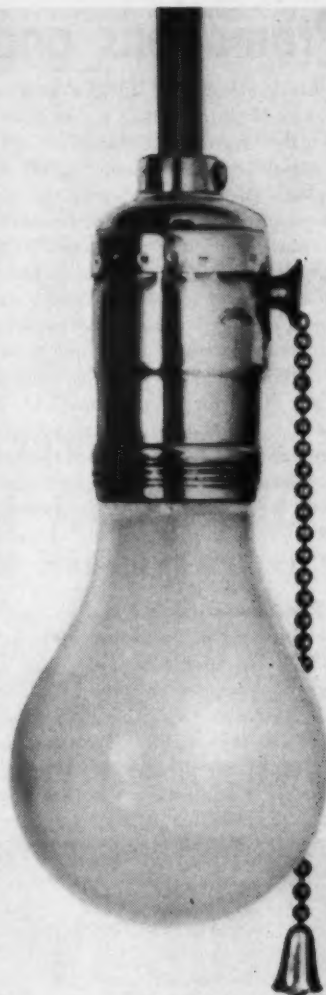
ARNO JOHNSON of J. Walter Thompson outlined America's economic future at a recent meeting in New York of the American Marketing Association. Attentive auditors on the dais were, from left, Carl Hendrikson, Crossley-SD Surveys; Wallace Wulfeck, William Esty Company; John Murphy, Bristol-Myers.



TRENDS IN NATIONAL NEWSPAPER ADVERTISING JANUARY 1959 vs JANUARY 1958

GENERAL	JANUARY 1959 VS JANUARY 1958	
	% Gain or Loss	% of Total
Alcoholic Beverages	-2.5	3.7
Groceries	+4.2	15.5
Baking Products	+23.3	2.4
Beverages	+25.5	2.6
Cereals and Breakfast Foods.....	+37.7	0.5
Condiments	-58.1	0.6
Dairy Products	-35.3	1.5
Disinfectants and Exterminators	+16.8	0.1
Laundry Soaps and Cleansers	+66.2	1.9
Meats, Fish and Poultry	-9.3	1.1
Housing Equipment and Supplies.....	-30.4	1.8
Industrial	+8.2	4.5
Insurance	+57.6	2.3
Medical	-37.3	3.5
Publications	-6.5	6.1
Public Utilities	-5.6	2.4
Radio and Television.....	-5.9	6.5
Tobacco	+7.5	6.7
Toilet Requisites	-33.8	2.0
Antiseptics	-55.6	0.0
Dentifrices	-41.8	0.3
Perfumes and Cosmetics.....	-10.6	1.0
Toilet Soaps	-27.0	0.5
Transportation	+4.3	11.7
Airways	+4.3	8.2
Bus Lines	+31.8	0.3
Railroads	-14.4	1.0
Steamships	+8.5	1.1
Tours	+12.8	0.8
Wearing Apparel	-44.7	0.4
AUTOMOTIVE		
Gasolines and Oils	-30.9	1.1
Passenger Cars—New	-30.6	13.4
Tires and Tubes.....	-16.7	0.7
Trucks and Tractors.....	-61.6	0.5
TOTAL GENERAL AND AUTOMOTIVE.....	-8.9	100.0

Prepared exclusively for MEDIA/SCOPE by Media Records



GENERAL ELECTRIC (Lamp Division) lights on one radio network of the four: CBS Radio. Strongest current here! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES
PER COMMERCIAL MINUTE
THAN ANY OTHER RADIO
NETWORK, AVERAGING OVER
16 CONSECUTIVE MONTHS.

Promotions and Presentations

Look. A report to the staff of Cowles Magazines, Inc., traces *Look's* progress from birth in 1957 as a "radical departure from most accepted editorial concepts of the era, an era of editing to appeal primarily to specific groups of people." Designed to keep the entire public better informed, says the report, *Look* today sends out staff editors and photographers who travel some quarter of a million miles in a single year to bring "the stories of people" to its readers. To serve an average net paid circulation of more than 5.6 million, more than 140 million copies are printed each year, and a single issue eats up five million pounds of paper and more than 50 tons of ink.

McGraw-Hill. A new 12-page fold-out booklet, "Concentration, Key to Effective Advertising," is based on surveys compiled by the McGraw-Hill Research Department's Laboratory of Advertising Performance. Surveys, made from 1951 through 1955 by manufacturers in seven in-

dustrial fields, weigh benefits of full advertising schedules in leading business publications against scattered schedules in many publications.

WIRL, Peoria, Ill., tied in a merchants' promotion with a civic drive for blood donors, culminating with Meredith Willson conducting "76 Trombones" from his Broadway hit, "Music Man," before an assembly of 20,000 persons. The promotion was tied in with a Red Cross blood drive, which resulted in the donation of 192 pints of blood, and involved more than 200 persons working actively on committees for a period of six weeks. Prior to Willson's arrival in Peoria, WIRL ran sound tracks of his voice, explaining that the station had invited him, that he was coming to conduct a huge band, and inviting everyone in central Illinois to Peoria for the celebration.

KSO, Des Moines, drew some 20,000 entries per week in a three-way contest sponsored cooperatively by the radio outlet, Safeway-Thriftway stores and the Gift House Stamp Company. KSO announces 10 Gift House game items each week. Contestants go to their nearest Safeway-Thriftway store for entry blanks, fill them out, and mail to the station. For correct items, housewives receive five Gift House stamps. In addition, KSO draws entry blanks on the air, and persons whose names are drawn receive a bonus of 1,500 stamps.

National Association of Transportation Advertising, Inc. An 18-page booklet, "Transportation Advertising Sells Food Products," gives case histories, with full color illustrations, of successful uses of transit advertising by food processors. Platform posters and bus exterior posters are illustrated, as well as regular car cards for vehicle interiors. Some 33 advertisers, from Calo Dog Food to Quaker Oats, are represented in the booklet.

NBC-TV held a special press screening for "Meet Mr. Lincoln," latest documentary of the Project 20 staff. The half-hour program, aired Feb. 11, integrated specially orchestrated music of the period with fast

changing stills, edited so expertly that total effect of daguerreotypes, sketches, and paintings was that of motion picture film. Prints were selected from some 25,000 illustrations gathered from archives and private collections across the country, to cover the period from Lincoln's boyhood through the Civil War to his assassination. Well timed camera animation of battle scenes produced particularly magnificent results.

The Akron Beacon Journal, The Canton Repository, The Cleveland Press, and The Youngstown Vindicator have allied to produce "Interurbia, N.E.O.," designed to "identify, define, and present marketing data" on a 12-county area of Northeastern Ohio. This industrial area, formed by the proximity of the four cities, contains 1,000,900 families spending more than \$4.6 billion annually in retail trade, according to the report. Promotion is available in booklet form, or as a sound color film.

ABC Television is launching its newest public affairs program, "F Y I," (For Your Information) with a brochure pointing up its wide scope of important subject matter and the prospective sponsor's ability to identify himself with the "finest purposes of TV broadcasting, creating a climate of active appreciation for his corporate message." The new program, utilizing top members of ABC's news staff, will document topics from profiles of top figures in public life to the latest achievements of science.

In another campaign, promoting Walt Disney's "The Peter Tchaikovsky Story," to be simulcast by ABC-TV and ABC Radio AM and FM stations, for the first three-source stereophonic sound program in network history, ABC and the Tchaikovsky Foundation are using a nationwide mailing list of some 30,000 music and dance schools, libraries, and music societies.

National Business Publications, Inc., has issued its new brochure, "Nothing But Progress," setting forth its purpose and many-faceted program of service to publishers. Among services outlined are its public relations function among advertisers, agencies, and the government; pro-

JUST
WOC-TV
OR
29
DAILY NEWSPAPERS

For as little as \$30.00 . . . SELL the rich 47th TV Market (Davenport, Iowa - Rock Island and Moline, Illinois) . . . 42 counties in Iowa and Illinois with 438,480 TV Homes . . .

or use 29 daily newspapers at a combined cost of \$44.24 per inch for a circulation of 432,739.

W O C - T V
CHANNEL 6
DAVENPORT, IOWA

Peters, Griffin, Woodward, Inc. Exclusive National Representatives



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

motion of business press markets; solution of postal problems; and meetings, conferences, and special-subject seminars. The brochure also lists NBP's "Principles of Practice."

CBS Films. Clips from more than 30 of its television film series have been illustrated and described briefly in a new catalog, "The Best Film Programs for All Stations." Films include comedy, mystery, cartoon, adventure-drama, educational, western, news, and documentary series.

The American School Board Journal, The Nation's Schools, and The School Executive-Educational Business, competitive publications, have joined hands to produce "Don't Let a Myth Rob You of School Market Sales." The myth: "That when schools are 'closed' for the summer, buying decision makers are absent on vacation. Therefore, buying is at a standstill."

To refute this myth, the folder points up an average vacation of 10 to 14 working days for school administrators, just like everyone else, and that only during the "closed months" can they catch up with deferred maintenance.

The Katz Agency, Inc., station representatives, has published a one-sheet calendar for 1959 to facilitate fast calculation of broadcast expiration and renewal dates. The calendar, an annual service since 1944, blocks off the year in easy-to-see segments of 13, 26, 39, and 52 weeks. The renewal date, for example, in every instance falls on the same day of the week, on the same horizontal line, as the broadcast day that begins the second week's cycle of an advertiser's schedule.

The American Broadcasting Company is circulating the story of its daytime TV shows on millions of grocery sacks passing through some 8,000 grocery stores in the East and Mid-West. In this switch, the stores will deliver the message to its customers for a TV network, which in turn will get housewife coverage for their products. Stores range from large supermarkets to small superettes and service stores; major chains to one store operations. In some communities, 90 per cent of all sacks used by all stores will carry the ABC message.

Life. A special January display in the lobby of the Time-Life Building featured pictures of 46 state presidents of the National Automobile Dealers' Association, four national officers, models of all cars advertised in *Life*, reprints of 1959 new car *Life* announcements, and the NADA's "Code of Ethics" for dealers. A printed "Salute to Dealers" reports that the 40,000 U. S. new car dealers pay \$3.3 billion annually to 750,000 employees, and, in 1958 made \$27

billion worth of retail sales. A second display went up in February in Chicago's Conrad Hilton Hotel, scene of this year's NADA convention.

NBC Television Network. KOA-TV, Denver, and WITN, Washington, D. C., took top prizes in NBC's \$25,500 contest for affiliates to build up audience promotion for daytime shows. Prizes were shared by 12 station promotion managers conducting winning campaigns.



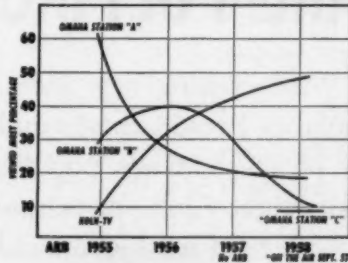
YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Felzer Stations

WREO-TV — GRAND RAPIDS, ALABAMA
 WREO-RADIO — SALAMANCA, OHIO
 WJFP-RADIO — GRAND RAPIDS, OHIO
 WJFP-TV — GRAND RAPIDS, ALABAMA
 WWTY — CAGIAC, MICHIGAN
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WNEO-RADIO — PEORIA, ILLINOIS
 WNEO-TV — PEORIA, ILLINOIS

Nebraska has two big markets. One is the extreme East. The other is big (66 counties), well-to-do Lincoln-Land, containing more than half the buying power of the entire state!

Three top TV stations are battling for ratings in the extreme Eastern market (and, naturally, slicing the pie three ways). In Lincoln-Land, there are no such goings-on. The NCS #3 map shows clearly that KOLN-TV is the one-and-only station that covers this wealthy area.

Ask Avery-Knodel for the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV

CHANNEL 10 • 314,000 WATTS • 1000-FT. TOWER
 COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
 Avery-Knodel, Inc., Exclusive National Representative

**THE BEST THINGS
IN LIFE MAY BE FREE**



... but if you're selling a product or service you want people with purchasing power. You can reach them on WJR.

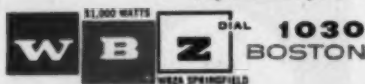
Learn how you can reach them by talking with your advertising manager, agency or Henry I. Christal representative.

WJR
DETROIT
760 KC
RADIO WITH ADULT APPEAL

THINGS ARE POPPING

WBZ's got the town jumping. With exciting new ideas. Like the Sunday Afternoon Popularity Parade. Bright and bouncy, it spotlights each one of the station's popular deejays. Like the new Saturday Night Club. A unique approach to live record parties, with tight production and timely news specials. Light, lively, listenable... that's the new sound that's catching the crowds on Boston's Most Popular Station.

Represented by PGW.



Westinghouse Broadcasting Company, Inc.

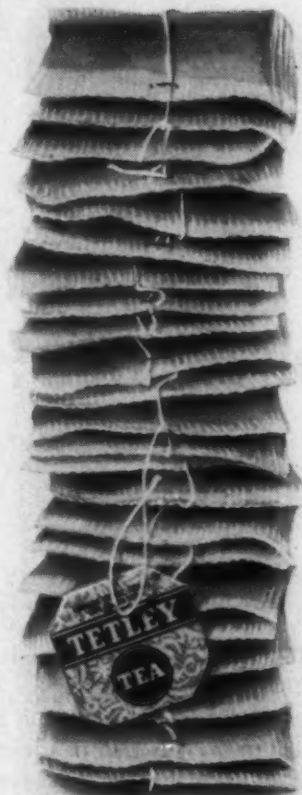
Media/dates

- Mar. 5-6: Association of National Advertisers, Hotel Webster Hall, Pittsburgh.
- Mar. 5-6: Magazine Publishers Assn., Public Affairs Council, The Sheraton-Park, Washington, D. C.
- Mar. 15-18: National Association of Broadcasters, Conrad Hilton, Chicago.
- Mar. 24-26: Point-of-Purchase Advertising Institute, Palmer House, Chicago.
- Apr. 8: Annual Media Awards Luncheon, The Park Lane, New York.
- Apr. 12-16: National Business Publications, Jokake and Paradise Inns, Phoenix.
- Apr. 16-19: Advertising Federation of America, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
- Apr. 20-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.
- Apr. 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.
- Apr. 26-29: National Assn. of Transportation Advertising, The Greenbrier, White Sulphur Springs, W. Va.
- Apr. 29-30: International Advertising Assn., Hotel Roosevelt, New York.
- May 17-20: National Newspaper Promotion Assn., Hotel Deauville, Miami Beach.
- May 20-22: Association of National Advertisers, Edgewater Beach Hotel, Chicago.
- May 24-27: Associated Business Publications, Skytop Lodge, Skytop, Pa.
- June 7-10: Advertising Federation of America, Leamington Hotel, Minneapolis.
- June 8-11: Outdoor Advertising Assn. of America, Sherman Hotel, Chicago.
- June 12-16: National Federation of Advertising Agencies, Chatham Bars Inn, Chatham, Mass.

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Media/scope, March, 1959



TETLEY TEA uses one radio network: CBS Radio. For those tiny little tea leaves, only the best will do! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

ABC AFFILIATE

WMBV-TV, Marinette-Green Bay, Wis., became a primary affiliate of the ABC Television Network, effective Feb. 1. The station is owned and operated by the M & M Broadcasting Co., Inc., and was established in August 1954.

POPULAR MECHANICS

Popular Mechanics' January issue, first under the new Hearst management, showed a gain of 19 pages of advertising over the January 1953 issue.

NEW FEATURE

Electromechanical Design will present its "Components Digest" as a regular monthly feature, starting with this month's issue.

Dilution Of The Media Function

IT WOULD be unfortunate if new emphasis upon the marketing concept in the development of advertising campaigns should result in a weakening of the media function in advertising agencies.

That this danger may be developing is suggested by some observers in agency media departments. They say that print and broadcast media that have fat promotional budgets now put on expensive presentations to which they invite not only members of agency media departments, but also account executives, merchandising managers, research directors, and even chiefs of copy and art departments. The media have been impressed with the growing tendency among advertisers and agencies to make media decisions dependent upon rather complex marketing decisions, so they decide that they will not leave out of their solicitations any persons in an agency who may exert some influence in the selection of one field over another or one print or broadcast outlet over another in the same field.

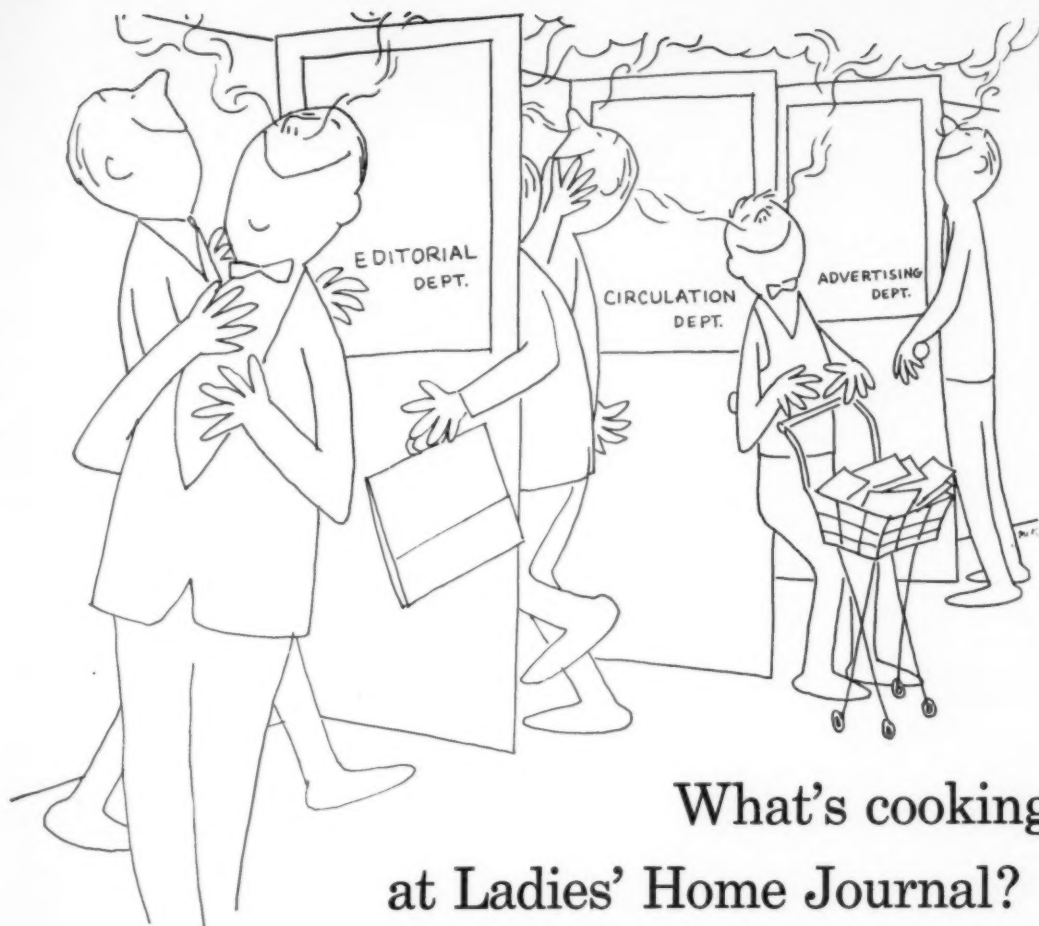
While laudable from some points of view, this tendency may nevertheless have two unfavorable developments. In the first place, it may tend to dilute among the agency departments the responsibility for media decisions. These decisions should rest ultimately with the media personnel, and for everyone in an agency who has even a modest inter-

est in such matters to feel that he also has the privilege to make decisions in media-buying can only create confusion in the proper execution of agency functions.

It is difficult in any organization for the heads of departments to protect their prerogatives against the transgressions of persons who want to mix into the business of others as well as execute their own. The protection of such prerogatives becomes the more difficult with outside interference.

Another result is a possible weakening of the position of the agency itself. The smaller and less affluent media, who cannot afford to woo the whole agency organization as well as the media department, may feel that they will do better to make their approach directly to the advertiser, since the client generally has a less complex advertising organization. There may be only one person to see in the client's office, against a half-dozen in the agency organization.

The solution to this general situation lies not with the media, but with the agencies. It is incumbent upon agency heads to see that channels of command and lines of authority are not obscured in the natural enthusiasm of everyone in the agency to get in on the act. The marketing concept is a very sound one, but it can be overdone.



What's cooking at Ladies' Home Journal?

Some tasty figures on circulation: Ladies' Home Journal's average circulation for the first nine months of 1958 was 5,703,413*—a gain of 160,000 over 1957...483,000 over 1956! At the newsstands, the Journal still outsells...and by a wide margin...all other women's magazines.

Some appetizing news about advertising: The March Journal set a new revenue record for that month with a total of \$3,233,475—up 13.6%. This continues the surge which began with the February issue, also a record-breaker, when the Journal showed a 36% gain in advertising revenue and a 25% gain in lineage...and was the all-time high February issue. *This makes the first quarter*

of 1959 the biggest in Journal history! No wonder the Journal is No. 1 with advertisers who know the importance of womanpower and Journalpower.

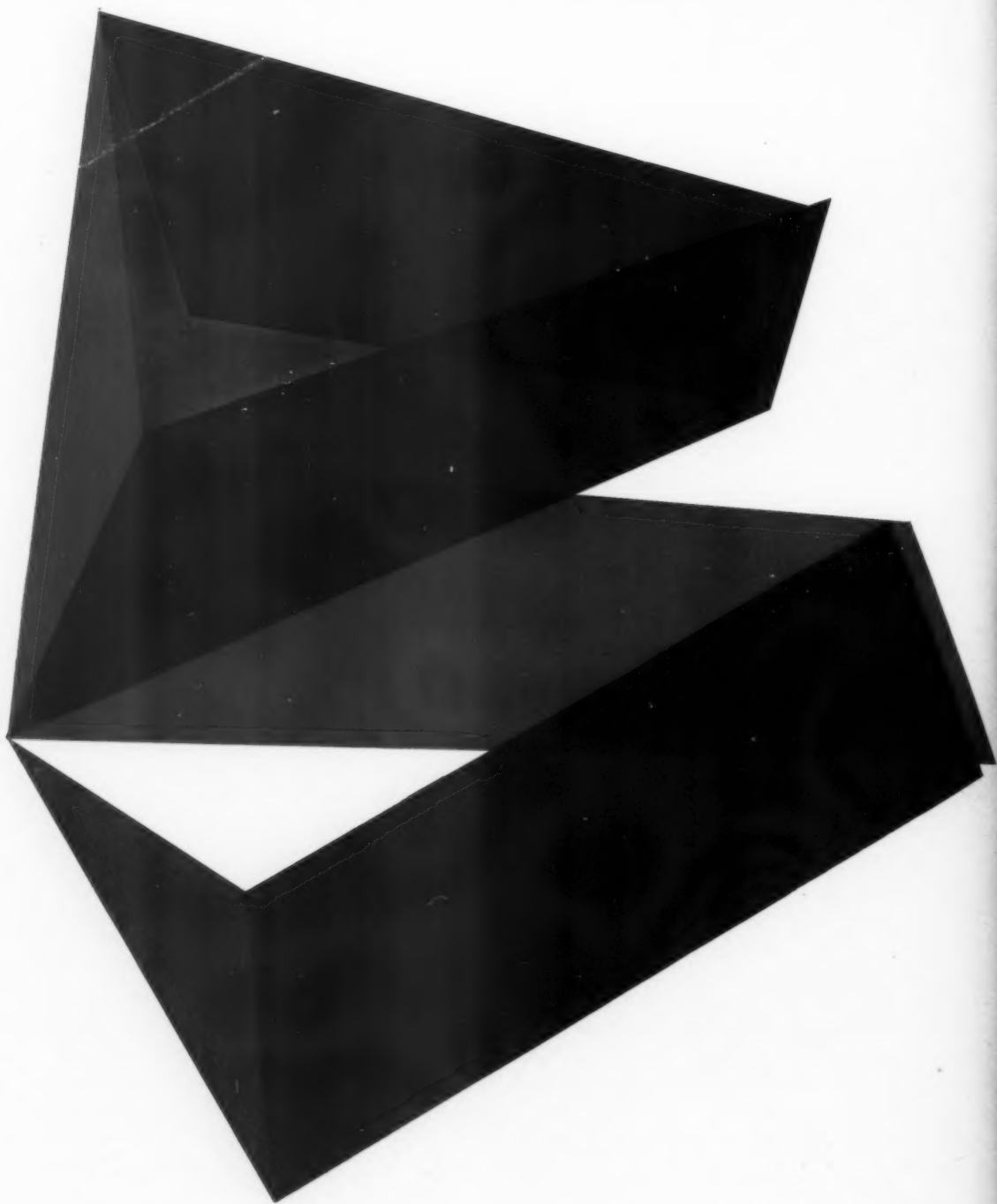
Ladies' Home Journal is cooking with... womanpower! The kind of editing that's made *one* magazine far and away the No. 1 magazine in the hearts of women is what we call *Journalpower*. And the Journal's vast and responsive audience of women is what produces that wonderful force we call *womanpower*. These two forces together produce salespower for advertisers. Our advertisers tell us this and prove they mean it by investing more money, and by a wide margin, in Ladies' Home Journal than in any other women's magazine.

*A.B.C.

Womanpower + Journalpower = Salespower

Ladies' Home **JOURNAL**
A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING



The New Yorker is designed to **stimulate** action, make things happen.*

*One ad in one issue brought write-ins from all 49 states and 16 foreign countries. It was the talk of the trade.

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